

A large, white, stylized letter 'S' is positioned vertically across the center of the page. It has a thick, elegant script-like appearance with a large loop at the top and a tail that curves under the word 'secretary'.

THE NATIONAL

secretary

MAY, 1951

*Around The Corner
From Anywhere*



THE COCA-COLA COMPANY

THE NATIONAL SECRETARY

The National Association of School Secretaries

A DEPARTMENT OF THE NATIONAL EDUCATION ASSOCIATION

Published Oct., Feb. and May for Secretaries, Clerks, Administrative Assistants in public, private schools and colleges

VOLUME 16—NUMBER 3

MAY, 1951

OFFICERS

Edna Atkinson, PRESIDENT

Oak Park-River Forest High School
Oak Park, Illinois

Ora J. Dolsen, 1ST VICE-PRESIDENT

Division of Instruction
467 West Hancock
Detroit 1, Michigan

Corinne Messenger, 2ND VICE-PRESIDENT

School Board Offices
22nd and Main Streets
North Little Rock, Arkansas

Sara E. Milner, 3RD VICE-PRESIDENT

35 10th Avenue, N.W.
Atlanta, Georgia

Emma Eastner, RECORDING SECRETARY

12 Carolton Avenue
Washington, New Jersey

Agnes Hansen, CORRESPONDING SECRETARY

Cedar Falls Public School
1200 Main Street
Cedar Falls, Iowa

Melba Demaree, TREASURER

Franklin City Schools
101 North Hurricane Street
Franklin, Indiana

EXECUTIVE BOARD

Evelyn M. Corbett

Los Angeles High School
1600 West Olympic Boulevard
Los Angeles 19, California

Marion Elliott

Madison School
3525 North Sixteenth Street
Phoenix, Arizona

Charlotte L. Parr

School Administration Building
275 Seventh Avenue East
Eugene, Oregon

Christine Rowell

James G. Hogg Junior High School
Merrill and Norhill Streets
Houston, Texas

Mrs. Eleanor D. McCommons

Junior Past President
1200 Riverside Drive
Holly Hill, Florida

Louise H. Nelson

President Emeritus
539 Argyle Road
Drexel Hill, Pennsylvania

EDITOR

Dorothy L. Littleton

Secretary to County Supt.
69 W. Washington Street
Chicago 2, Illinois

ASSISTANT EDITOR

Mary E. Carroll

Proviso Township High School
Maywood, Illinois

Magazine published three times yearly (October, February, and May). Subscription rate to non-members for magazines only is \$1.00 per year (three issues).

Dues for active membership, \$2.00 per year, includes the magazine. Active membership and non-membership applications are sent to the Treasurer—

Mrs. Melba Demaree

Franklin City Schools, Franklin, Indiana

Deadline dates for material for publication are September 1, January 1, and April 1.

Contents

	Page
President's Message	3
Officers and Executive Board Members	5
Editor's Page	7
About Our Authors	8
<i>With Accent on Action</i> —Pearl A. Wanamaker	12
<i>Co-operation Can Build a Happy Life</i> —Ashley Montagu.....	15
<i>Good Manners and Good Will</i> —Magdelene Craft Radke.....	18
<i>Courtesy—The Secretary's Master Key</i> —Margueritte L. Kuna	22
<i>The Courtesy of Remembrance</i> —Mabel R. Palmer	24
<i>The Power of Personality</i> —G. L. Evans	27
"Meet Me On The Campus"—by Nancy National	29
Life Membership	31
Committee Notes and Miscellany	32
Affiliated Groups	34-35
Efficiency Exchange—Marion Elliott	36
Personality Glimpses	38
Listening In—Rita K. Putnam	39
Membership Chairmen	44

* * *

Index to Advertisers

	Page
Binney & Smith Company	14
Coca-Cola Company	Inside Front Cover
Ditto, Inc.	6
Fuller Brush Company	23
Ginn and Company	10
Hillyard Company	21
Holden Patent Book Cover Company	25
International Business Machines Corp.	17
John J. Nesbitt, Inc.	16
North Western—Union Pacific Special Tour	11
Remington Rand	26



the PRESIDENT'S MESSAGE

Nancy National has become so popular that her cousins in the many state associations have ceased being distant relatives, and are claiming "kissing cousin" prerogatives. In February we announced the arrival of *Connie Connecticut*, a brand new state association, and during this year we have heard of the plans for another organization out West, that will feature a little gal in a ten gallon hat, with boots and spurs, her name to be announced very soon, we hope. Also, *Peggy Pike's Peak*, of Colorado, is now a family member in good standing, and a cousin from Illinois will join the national gallery of named groups before the next issue of our magazine.

At the Spring Conference at the University of Illinois, the state association approved a contest for the naming of this cousin. In Rita's column you will find a report of the meeting, and a roster of the officers. We will just add that there will be a first prize of a one year membership in both the state and national associations; a second prize of a state membership; and I have decided to offer a third prize of a one year membership in the national association as my personal contribution to this "name the baby" contest. This should be fun and I hope that all of you will take up the idea and further your own state efforts to become affiliated and work with the NASS for unity and progress in recognition.

Our year, the 1950-1951 year, is rushing along toward the closing whirl of activities that engage all of us during this season. Once in a while we slip in a thought about vacation time and and secretly hope that we can indulge in something different and unusual, preferably just relaxation.

As we review the past year, we find that there has been steady progress in all of the local and state groups. The increased volume of correspondence between your president and officers of the local associations is proof positive of the heightened interest and inspired activities taking place all over the nation. Experience has shown that success comes in proportion to the amount of effort expended. Nothing worth-while comes to us without some extra effort, and the many Newsletters, coming to us from the east, south, north and west, are excellent examples of the teamwork and overtime being given to group activity. The art work on the covers, the editorial space, the committee reports, the news items, all point to co-operative efforts and unified progress toward recognition in the individual communities. Such evidence of ambition and the desire for real improvement in our services to the schools cannot fail to bring about the benefits we desire. The rewards will be forthcoming as the demonstrations of our value to the administrators and the whole school community are evaluated. We must deliver the services and continue to improve our skills if we are to look forward to certification and professional rating.

The Indiana Association of School Secretaries deserves a special citation for celebrating their silver anniversary last October. At their annual meeting in Indianapolis the day's activities opened at 9:30 a.m. with a brunch which was attended by 194 members and administrators. Guests included seven charter members, representatives from Illinois and Michigan Associations of School Secretaries, the Indiana State Department of Education and the Indiana Board of School Commissioners.

Dr. Elvin S. Eyster, Chairman of the Business Education Department of Indiana State University, spoke to the group on "School Secretaries at Their Best." After a brief intermission the annual business meeting was held, and at 3:30 the Past Presidents were hostesses at a "tea" for more than 400 guests. They had extended 558 invitations to all sections of the Indiana State Teachers' Association, City and Town Superintendents, the State Superintendent of Public Instruction and school supply houses. The decorations for both public affairs were in keeping with the silver anniversary and a beautiful silver program was given to each participant as a souvenir of the occasion. Do you know of another state or local association that can boast of 25 years of progressive growth?

Congratulations are in order for two new state organizations. Kentucky secretaries met in Louisville, April 19 and 20, and now have their own Kentucky Association of Educational Secretaries, with Elsie Forman of Barbourville, as their leader for the coming year. (Please note they use the word *educational* in their title.) Melba Demaree, our Na-

tional Treasurer, and Mamie Messmer from Indiana, were in attendance at this organization meeting. On April 28, North Carolina held an organizational conclave in Albemarle and Pauline Helms is the new president. Sara Milner was the national representative, and has given a very enthusiastic report on the excellent planning done by the officers and members. We are going to look to these two fine associations for much help and co-operation during the coming year. Reports of their activities should be in the "Listening In" column in our next issue of this publication.

So, with shoulders together we are marching forward, and as we approach the close of this year we anticipate meeting, working and sharing experiences with many of you at the annual convention and conference to be held at the University of California in Berkeley, or at the Michigan State College and Boston University institutes this summer. The officers of the National Association join with me in extending our very best wishes for a happy and profitable vacation.

Sincerely,

EDNA ATKINSON

COURTESY PREVENTED A WAR

Once upon a time there was a serious dispute about the boundary line between the state of Maine and the province of New Brunswick that almost broke up the friendship of Canada and the young United States. Both sides prepared for war. In 1837 there was much indecision regarding the real boundary between the two countries. The Governor of Maine allowed some woodsmen to go into a forest on the border of the Aroostook River to cut timber that was very valuable. Surveyors followed a watershed that included the St. Croix River, the Aroostook and the St. John, and decided that one side belonged to New Brunswick and the other side to Maine. It was not very definite, so an argument developed that caused men to be put into jail, and soldiers to be drilled, and fortifications to be built along the territory that was being disputed. The American General, Winfield Scott, was sent into the region and he met Governor Harvey of New Brunswick at Fredericton. Both were courtly gentlemen who realized that a wrong move could provoke fighting that would be costly in human lives.

After a quiet conference where all issues were fully examined it was decided to ask William I, the King of the Netherlands, to set a real boundary line. The King tried to settle the matter but neither side would accept his decision because there were spots that belonged to some one on the other side of the question.

Finally, the British Government sent Lord Ashburton to Canada and the American Government sent Daniel Webster to visit him. Together they rode over the disputed land and then sat down and drew up a treaty with a description of the line that was to go from the source of the St. Croix river straight up to Madawaska. All parties concerned signed the document which is known in history as the *Webster-Ashburton Treaty*. Not everyone was happy because some had claimed property that could not be theirs, but no lives were lost. When this event is mentioned in history it is called the Aroostook War. Courtesy was the deciding factor and no bloodshed was necessary.

OFFICERS AND EXECUTIVE BOARD MEMBERS-1950-1951



EDNA ATKINSON
President
Oak Park, Illinois



**ELEANOR DEARDEN
McCOMMONS**
Junior Past President
Holly Hill, Florida



ORA S. DOLSEN
1st Vice-President
Detroit, Michigan



CORINNE MESSENGER
2nd Vice-President
North Little Rock,
Arkansas



SARA E. MILNER
3rd Vice-President
Atlanta, Georgia



EMMA CASTNER
Recording Secretary
Washington, New Jersey



AGNES HANSEN
Corresponding Secretary
Cedar Falls, Iowa



MELBA DEMAREE
Treasurer
Franklin, Indiana



EVELYN M. CORBETT
Executive Board
Los Angeles, California



MARION ELLIOTT
Executive Board
Phoenix, Arizona



CHARLOTTE L. PARR
Executive Board
Eugene, Oregon



CHRISTINE ROWELL
Executive Board
Houston, Texas

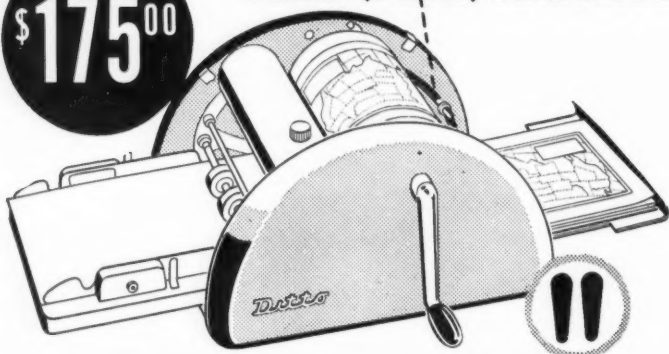


FOR 120 BRITE COPIES A MINUTE

the **NEW** **DITTO D-10**

DIRECT (LIQUID) DUPLICATOR

\$175⁰⁰



**NOW EVERY BUSINESS, EVERY DEPARTMENT,
EVERY SCHOOL CAN HAVE FULL DITTO BENEFITS**

In business, teaching, or organization work, success comes in getting action on your ideas from many minds at once . . . and here is the easy, quick, economical way to do that! The new D-10 brings you all the experience of Ditto in a streamlined, compact, big-production duplicator—so advanced in features that it almost runs itself! Instant reloading! Instant adjustment to any weight or size of paper! "Magic" fingertouch Copy Control for all-over brilliance of each sheet, from first to last copy. Velvety balanced action, wear-proof stainless steel parts! . . . Anybody's duplicator, at everybody's price!

DITTO

TRADE MARK REG. U. S. PAT. OFF.

2226 W. HARRISON STREET, CHICAGO 12, ILLINOIS

DOROTHY L. LITTLETON
Editor



MARY E. CARROLL
Assistant Editor



THE EDITORS' PAGE

In previous issues we have asked our readers to suggest other areas in which guidance and suggestions would be appreciated. The response was very light and so, with this last issue of *The National Secretary* for the school year 1950-1951, we who are new as editor and assistant editor, are still anxious to know your reaction to the material offered in the past three editions. Your analytical criticisms, and your desires for subject matter to be developed, will be given every consideration.

In the preparation of each magazine we attempt to offer you four major articles pertaining to our subject. Usually it is necessary to extend many invitations before we secure adequate copy because we ask the best authorities and many times we approach good people who are too busy with previous commitments to give us their assistance.

This time we have had the unusual experience of receiving favorable responses from more than our quota of good authors. We give you all of them because each one has covered a different phase of our theme, *Courtesy*, in a manner that should give you a great deal of inspiration. If you are looking for source material for your local in-service training program, why not utilize some of these pertinent thoughts from prominent people?

We would like to call your attention to some of the explanations of this subject that have already appeared in print. First of all, Webster's Dictionary defines courtesy: (1) courtly politeness, graceful and considerate behavior toward others; (2) an act of kindness—an expression of respect—a favor or indulgence. In *Zu Tavern's Bulletin*, published by the University Publishing Company in Lincoln, Nebraska, we found this definition: "Courtesy is the expression

of intelligent interest in the welfare of others; manners are the accepted forms of expressing that interest."

If you secured *The Perfect Secretary*, a Handbook of Office Behavior, published by the Eaton Paper Corporation that we told you about in our issue concerned with writing, you will find a lovely little essay on page 7, entitled, "Common Courtesy."

There are many more—your own research will reward you richly. Cooperation is a phase of courtesy that you will find a golden key to opportunity if you test its ability to open new doors to you. If we are to secure the recognition so much desired for our profession, we must give every consideration to the demonstration of this quality. The synonyms for courtesy are complaisance, affability and refinement. Another word related to this area of behavior is *altruism*. We hope you are conscious of the daily opportunities to enhance your own character by applying these forces of personality. While emphasizing courteous manners for the office worker and for everyday life as well, we'd like to add a word of caution too—don't over-do it. Use discretion and be sure that the person to whom you say "Please" or "Thank you" is some one of whom you have asked a favor or who has actually done something for you.

Your editors have both been assigned classes at the Institute at Berkeley July 2-6. We hope to see many of you there—whether or not you choose our classes. Have a nice summer, read some really good books, attend at least one of the institutes, and remember that "you grow as long as you are green." These are the wishes of

Your Editors,
DOROTHY AND MARY

ABOUT OUR AUTHORS

Pearl Wanamaker, who is State Superintendent of Public Instruction, Olympia, Washington, is a nationally and internationally known educator. Born of Swedish father and Finnish mother on Camano Island, Washington, she attended high school in Seattle and went to the Western Washington College of Education and to the University of Washington to graduate in 1922. Her teaching career started in a one-room rural school when she was 18. From here she went to the principalship in an elementary school, to teaching in high school, and to the elective office of County Superintendent of Schools in Island County, Washington.

For three terms in the State House of Representatives, Mrs. Wanamaker always has been active in legislation for better education. It was in 1940 she was elected State Superintendent of Public Instruction, and during her term of office she instituted standardized contracts including sick leave provisions, continuing contract for teachers, and sound teachers' retirement system.

She married Lemuel A. Wanamaker, civil engineer, in 1927, and they have three children: Robert, 18, a sophomore at the University of Washington; Helen, 16, high school junior; and James, 15, high school sophomore.

Mrs. Wanamaker was a member of the Education Mission to Japan in 1946. She is a member of the United States National Commission for UNESCO and upon appointment by the State Department served as an adviser to the United States Delegation to UNESCO at its first conference held in Paris from November 19 to December 12, 1946.

Altrusa International at the 1947 convention awarded Mrs. Wanamaker its Distinguished Service Award. She was awarded the American Education Award for 1949, and in 1950 she was presented with the Achievement Award by the Women's National Press Club. Her affiliations with state, national and international civic and educational organizations are made possible only by her limitless energy and enthusiasm in the education field. We are pleased to present her article, *Accent on Action*, to educational secretaries.

Ashley Montagu is Chairman of the Department of Anthropology, Rutgers University, New Brunswick, New Jersey. He has spent his entire lifetime in research pertaining to reasons for human

behavior. He has delved into all phases of life and living things—unicellular life, jungle life and human existence. He has found that forms of life that do not co-operate with their fellows die before completing their cycle. He can show that even the protoplasm knows enough to co-operate and that evolution itself is a process that favors co-operation rather than conflict.

He was born in London, England, in 1905, attended Cambridge University and other graduate schools and became Research Associate for The British Museum of Natural History in 1926. He has a long list of honors and accomplishments in Anthropology and related subjects.

He received his Ph.D. from Columbia University in New York, in 1937 and is now one of our hardest working American citizens, looking forward to a day when living conditions will permit us to be happier people. He is a member of The Society for Child Growth and Development and also of The National Council of Family Relations. He is Senior Lecturer for the Veterans Administration Postgraduate Training Program in Psychiatry, in Philadelphia, and Lecturer in The New School for Social Research in New York.

Dr. Montagu's thesis on the idea that we already have co-operative impulses at birth but do not develop them fully, caused much debate and excitement when it was first published in *The Saturday Review of Literature* in November, 1949. Since then many sermons have been preached on his findings, and his thoughts on "the nature of life" are being given more and more attention. In his recent book, *On Being Human*, he makes the statement, "Without co-operation, without love, it is not possible to live—at best, it is possible only to exist."

His fellowships in many scientific associations, membership in different organizations for the promotion of better social relations, and his many lecturing posts attest to the wide interest in his theories. We are very grateful to Dr. Montagu for sharing with us his formula for finding joy in living.

Marguerite L. Kuna has been women's counselor and assistant personnel director at the Hall Brothers, Inc., designers and manufacturers of Hallmark Cards, Kansas City, Missouri, since 1937. She interviews literally thousands of girls in a year's time. She speaks before

clubs, business schools, special adult groups, and travels to high schools, colleges, and universities to talk before special groups interested in business opportunities. The facets making up the educational secretary she knows well,—her high school, college, or specialized training, her social life, her ability to interview a possible employer. As a visitor in the educational office, Miss Kuna has seen the educational secretary function.

After earning the bachelor's degree at Northeast Missouri State Teachers College in Kirksville, Missouri, she returned to her home town of Louisiana, Missouri, to teach for 9 years in the commercial department. During this time she got her M. A. in commercial education at the University of Iowa and went to Central College, Fayette, Missouri to organize and head a department of commercial training. It was from this work she was asked to go to Hall Brothers, Inc., as women's counselor and later to become assistant personnel director.

Although she works with the world's largest manufacturer of greeting cards, Miss Kuna says she loves to send and receive greeting cards. One Christmas recently she sent out and received about 800 cards!

Honorary societies of Pi Omega Pi, and Kappa Delta Pi claim her membership while Beta Sigma Phi calls her educational director of their group. She contributes articles to business education magazines and has held offices in the Kansas City chapter of the National Office Managers Association. She is an active church worker and hasn't missed Sunday School in almost 33 years.

Miss Kuna is a dynamo of energy. No assignment seems too large nor too much for her to attack, and she does it now. We are especially happy to present her thoughts on *Courtesy—the Secretary's Master Key*.

Mabel Ebersole Palmer has the interesting job of sending out news releases on fashions in flowers, care of flowers and flowers in season. As assistant secretary of The Allied Florists' Association of Illinois she has some of the loveliest chores and duties that any secretary could wish for. And, like all secretaries who take their work seriously, she has the responsibilities of deadlines, seasonal rushes and public relations. Mrs. Palmer is another example of the secretary whose "extra

services" make her of inestimable value to her associates.

As Mabel Ebersole, she studied typing and shorthand in high school and after graduation accepted employment in a surety bond house. Not long afterwards she was married and spent the next few years as a home maker and mother. When her son, Alan, started to school she needed something to do to make her days more interesting, and took a job with the florists' association. This soon developed into a career. Because she is practical, skillful and endowed with an aesthetic nature, she has been a "natural" for this field of endeavor. Weddings, debuts, gifts, special corsages for special people—whatever the occasion—Mabel knows what is available, how to arrange flowers for special effects, how to budget the expenses—and millions of other details.

Her association arranges meetings, engages speakers for clubs, makes floral demonstrations for the trade and indulges in research. She keeps up with all of the functions with allied associations and knows the policies and the membership. Living in an area of the world's largest concentration of greenhouses, she keeps tab on about 75 million roses and 50 million carnations every year. Arranging for the showing of color slides is one of the details that she enjoys and answering inquiries about the language of flowers gives her a sentimental contact with a large public.

When we asked her to share some of her knowledge of this interesting industry with us because of the "courtesy" idea for this issue, she protested that she was really too busy with the pressure of work that comes in the spring, but after consultation with her executives, her generous nature favored us and in collaboration with Ruth Brannan of the Public Relations Office of The Society of American Florists, she worked out the message on *The Courtesy of Remembrance*. The editors are always telling you that the busiest people are the most interesting people, and that the really successful people are most generous in passing on their interesting and helpful ideas to others who wish to learn.

Grace L. Evans, a secretary in business, Denver, Colorado, is the perennial student both in and out of the classroom. She attended the University of Denver and the University of Colorado where her major interest was in the "Social Area" and specifically in economics, sociology and history. Non-credit university extension courses have been

taken in vocabulary building, creative writing and languages. Then just for the fun of learning more and more, she has taken advantage of classes at Denver's Opportunity School.

After business college, Miss Evans was employed by a large finance company where her chief duty was to handle collections by personal interviews within the office, by telephone, and by writing original letters. She enjoyed getting out a monthly newsletter to the company's branch offices. That this was a successful assignment, there was no doubt, for after an absence of six years when she worked as a legal secretary, she was asked to take over the work again. Her word study hobby was a great boon, especially when working as a legal secretary.

She loves to read, to do free lance writing, to take pictures with her stereoscopic camera, to travel, and to meet people. She writes, "The nicest thing about me is the number and the quality of my friends." This is quickly understandable upon reading her article *The Power of Personality*. Don't you know Miss Evans has a wealth of the personality of which she so competently writes! We believe she will now add some two thousand educational secretaries from the wide United States

to her circle of friends. We are proud to present to you and to your administrator this article by a secretary in a related field.

Magdelene Craft Radke is the textbook editor of the University Publishing Company, Lincoln, Nebraska. She is one of those women who "took over a man's job" during World War II. When the man returned after the war and got himself a better job, she stayed on at this one.

She has had a varied school experience, including teaching in high school and college (University of Nebraska, Department of English), being a member of a school board, a P.T.A. president, and an assistant editor on the Nebraska state educational magazine.

Her education includes B.A. and M.A. from the University of Nebraska and graduate study at Columbia University, N. Y.

After her marriage she studied law with her husband and was admitted to the bar. She has practiced law with him for more than twenty years. Her two children are now grown and she is the proud grandmother of two grandsons, the oldest of whom starts to school next fall.

"Now that spring is here . . ."

It's nearly the end of another school year, and soon it will be "no more pencils, no more books" for a whole summer!

We at Ginn and Company would like to thank the school secretaries for another year of pleasant association with you. We are looking forward to seeing you again when school starts in the fall, and in the meantime . . .

"A happy vacation to you all!"

GINN AND COMPANY

Home Office—Boston

Sales Offices—	New York 11	Chicago 16	Atlanta 3
Dallas 1	Columbus 16	San Francisco 3	Toronto 5

Special Escorted Tour

CHICAGO TO SAN FRANCISCO, CALIFORNIA

★
★ *for meeting of the* ★
★
★ **NATIONAL ASSOCIATION** ★
★ **OF SCHOOL SECRETARIES** ★
★
★ Leave Chicago June 24 ★
★ Arrive San Francisco June 29 ★
★

This trip has been arranged for Members and their friends by the Department of Tours—Chicago & North Western Railway, Union Pacific Railroad—46 years of tour experience.

STOPS WILL BE MADE EN ROUTE AT SUCH INTERESTING PLACES AS:

SALT LAKE CITY

Historic and beautiful "City of The Mormons;" you will enjoy our special sightseeing trip.

LAS VEGAS

A wide-open Western town with marvelous resort hotels. Dinner is included at Last Frontier Hotel.

HOOVER DAM AND LAKE MEAD

The most spectacular structure of its kind ever built. Tour includes a special trip through the Power house.

BOULDER CITY

Model town built by the Government for employees. Your luncheon will be at the Boulder City Hotel.

LOS ANGELES

Headquarters—The Rosslyn Hotel for two full days. Rooms with bath. Sightseeing tour of Hollywood, Beverly Hills and Beaches. Transfers, etc.

SAN FRANCISCO

Your Meeting City.

Return independently whenever you wish. (Rail tickets are good for six months).

One-way tour privileges (Exclusive of rail ticket) from Chicago to San Francisco, including stopovers, Hotel Room with bath, Sightseeing trips, handling of baggage, two meals, and transfers, as outlined above, will be \$29.90 in reclining seat coach, including tax. Send for full details now.



I. D. Kessler, Manager, Department of Tours
North Western-Union Pacific, 148 S. Clark St., Chicago 3, Ill.
Phone DEarborn 2-2121, Local 565

Please send me immediately full details regarding Special Tour to National Association of School Secretaries Meeting—San Francisco, June 30-July 1, 1951.

Name _____
Street _____
City _____ Zone _____ State _____

When dealing with our advertisers, please mention the National Secretary

"WITH ACCENT ON ACTION!"

Pearl A. Wanamaker
State Superintendent of Public Instruction
Olympia, Washington



The educational secretary is often the first and only contact the public has with its schools. Consequently, the impressions acquired during this contact may reflect the individual's whole impression of

the public school system.

Public relations are human relations.

Courtesy is that behavior which builds positive attitudes conducive to understanding and cooperation.

The educational secretary, as one who must be skilled in working with people, will find dividends accruing from time spent in strengthening this ability.

Skills and techniques are important. Let us look carefully at some of these:

Policy Positive!

In successful business the customer is always right. The truth of this principle is illustrated in the economic success of many of our great department stores and industries. In our relationships with the people of our community we must always recognize the fact that any problem they may present is a problem of basic importance to them and one which deserves the most courteous consideration.

Names Unlimited!

There is no one public, rather the people with whom we come in contact each day constitute many publics. These publics have a variety of interests, backgrounds, problems, and needs, and require individual treatment. The school secretary must be skilled in working with all such groups, including school staff members, co-workers, students, non-certificated employees, school administrators, school

board members, parent-teacher associations' members, civic and community leaders, patriotic, religious, and fraternal organizations, taxpayers, newspaper reporters, leading citizens, salesmen, and a myriad of others. Thought should be given to a means by which the school secretary can improve her relationships with each and every type with whom she comes in contact.

Importance of the Small!

The many daily contacts of the secretary help to form the impression which the public holds of this school and the school system in general. It is essential that the secretary reflect desirable personality qualities in meeting and talking with every visitor. As a connecting link between the school and the public, she must be interested in people, and be skilled in her greeting, introduction, and conversation. Inventory should be made of the component steps in making appointments, in directing visitors to members of the staff, in maintaining an hospitable atmosphere in the reception office, and in answering questions which visitors may ask. In addition, the educational secretary must use tact and care in bringing all matters to the attention of the school administrator.

Magic on Wires!

The school secretary makes many contacts with the public over the telephone. The warmth of greeting and the interest in the individual's problems, as reflected by the secretary, often determine public attitude toward the school. It is imperative that the secretary remember always that the caller is an individual with a specific purpose in telephoning the school. It is necessary that the secretary possess a pleasant voice, a reasonable knowledge of the complete school system, and a desire to assist people in the community through

their telephone contacts. There are relatively few more important areas in which courtesy is more important than in telephone contacts of the school secretary. The secretary is a key person in these relationships.

A Look at Letters!

A letter replaces a personal visit, and the same sincere and enthusiastic attitude should be reflected in every mail contact. The mail of the school system is a powerful force in influencing the public mind. Every letter must be a quality production, reflecting the interest of the school system in the individual's problem. Appearance can be acquired through the study of techniques; contents can be strengthened through a study of countless personal factors involved. One basic rule deserves repeated re-emphasis: all letters deserve replies on the day they are received, unless there is sound reason for a delay in answering.

Patterns of Growth!

The secretary who finds enjoyment and inspiration in her work will continue to grow. This enthusiasm will be reflected in her contacts with the public and in the quality of her service to the school system. There are many ways in which she can improve the skills of her chosen field. Colleges and universities offer extension courses, and endless other opportunities for learning in new fields of study. There are many excellent books and published materials in areas of interest and need. The secretary who would improve will find rich opportunities in every community, and by careful planning for growth, over a period of years, can achieve stimulation and proficiencies in many fields.

The Way of the Informal!

In addition to formal study, the educational secretary has many informal ways of continuing to improve her service. She can exchange ideas and materials with her friends and

associates; she can read widely in all types of books; she can participate in all types of community projects, organizations, campaigns, committees, and drives; she can be active in leadership in fraternal, religious, and character building groups; she can join service clubs and improvement groups. Most satisfactory results will come from improving one point in her training, one service at a time.

Marks of Progress!

The success of all public relations rests in the action which they create in people. We must be considerate at all times of what the people think on the matters of immediate concern and work cooperatively with them in treating existing weaknesses. Evaluation establishes clear understanding of the reasons for doing a thing and then measures progress as the activity is developed. In all community relations people who are participating must be cognizant of the reason for the activity, as shared in the planning process, and be ever conscious of the advancement made toward its achievement. The educational secretary will want to develop her ability to work with groups, to understand better the organization and needs of public education.

Faith in Service!

The strength of a profession rests in its members working together. The National Association of School Secretaries, a department of the National Education Association, is one opportunity for educational secretaries to work closely together to strengthen their services to the schools and the people of the United States. By taking active part in local, regional, and national organizations in efforts to professionalize this field, the educational secretary is rendering indispensable services to all phases of American education. Investments by many in terms of time, energy, spirit, and financial support will give strength and solidarity to our common efforts.

Every student should make his own color wheel - with **ARTISTA® TEMPERA**

On a sheet of white construction paper $10\frac{1}{4} \times 9$ ", color 12 blocks in wheel form—yellow at the top, then yellow green, green, blue green, blue, blue violet, violet, red violet, red, red orange, orange, and yellow orange. Make $8\frac{1}{2}$ " circles—one for complementary colors with 2 openings, directly opposite each other—one for analogous colors, with 3 open-

ings together—one for the color triad with 3 openings so that red, yellow and blue appear—and one for the split complement with 3 openings so that yellow, red violet and blue violet appear.

Artista Tempera with its brilliant opaque colors is ideal for this purpose. For elementary grades use Crayola Crayon.



Send for FREE Suggested Minimum List of Materials for Primary and Intermediate Grades

Address Dept. AS

BINNEY & SMITH CO.

New York 17, N. Y.



When dealing with our advertisers, please mention the National Secretary

CO-OPERATION CAN BUILD A HAPPY LIFE

Dr. Ashley Montagu, Chairman
Department of Anthropology, Rutgers University
New Brunswick, New Jersey

One of the most essential attitudes for the development of harmony and accomplishment in any organization is cooperation. This is a basic principle and there is an abundance of evidence to substantiate this assertion.

As biological science and the social sciences have advanced during the past two centuries and new research has opened our minds to the differences between theory and fact, we have moved forward in our concepts of successful living.

During the nineteenth century the Darwinian theory of "Survival of the Fittest" fastened certain traditions upon the social attitudes of the civilized world and we today, have inherited the idea that competition and struggle are necessary to survive.

Many intensive, largely theoretical studies, were made of the relations of living things to their environments by such investigators as Thomas Malthus, Darwin, T. H. Huxley, and others, who arrived at the conclusion that life is a continuous free fight in the normal state of existence. So, there was established a justification for competition, conflict, and war, the primary reasons for our long history of the exploitation of neighbors, competitors, and of inferior peoples by superior peoples. This view of life, widely accepted by our leaders, our teachers, our civilization in general, has brought us into the sorry state of constant conflict in which we live today.

As we arrived at a higher cultural level in the twentieth century, more intense research, more microscopic investigation, opened our eyes and our minds to the fact that cooperative behavior is a prominent factor in the survival of all forms of life, from the one-celled organisms to the highest type of all, humanity. Although some biologists recognized the existence of cooperative behavior on a large scale, most sociologists neglected this information and clung to the older theories of natural selection when evaluating human conduct, thus by-passing the fact that cooperation is a positive force in natural selection.

Happiness not an individual prerogative

Now, all observers of ethical standards

have admitted that the facts demonstrate an unconscious recognition of the close dependency of everyone's happiness upon the happiness of all. As Prince Petr Kropotkin said in his work *Mutual Aid a Factor in Evolution* "there is an unconscious force and a sense of justice or equity which brings the individual to consider the rights of every other individual as equal to his own."

This first work of the twentieth century to inspire more investigation of ideas opposite to the inherited theory of "Nature, red in tooth and claw," as expressed by the poet Tennyson, has brought us a recognition of the principle of cooperation. Much research in the areas of biology, medicine, and psychiatry has revealed to us in this era of scientific development, that cooperation has always been an important and much underrated factor in evolution.

If the readers of this article were to give considerable laboratory time to the study of unicellular organisms as well as higher forms of reproduction, they would be surprised to learn to what extent natural cooperation influences the survival and increase of all species. We have learned, by examination of the different groups, that solitary existence and selfish behavior is unproductive and socially futile. W. M. Wheeler has pointed out in his studies, that "most animals and plants live in associations, herds, colonies or societies and even the so-called 'solitary' species are obligatory, more or less cooperative members of groups or associations of individuals of different species."¹

Co-operation evident in history

We could review many years of investigation and report on many volumes of findings, all of which point to the single fact that *Co-operation is the Law of Life*. We can review the histories of great civilizations and see what results were achieved through cooperative endeavors and the fatal results of individualistic ambitions and selfish schemes. Our own development of this country was the combined achievement of many peoples, working together, expanding and moving as groups.

¹ *The Social Life of Insects*—Harcourt, Brace and Co., N. Y., 1922.

Schools have devoted many years to the teaching of what we usually designate the three *r*'s but have neglected a fourth *r* which is essential to the survival of our cultural gains and a continuation of our progress. This *r* represents relations, *human relations*. Drives toward cooperation are natural forces within all of us and they are dominant drives, but too infrequently given an opportunity for expression.

What mankind needs is a change in attitudes of mind. Attitudes based on the principle of cooperation, the principle of love, will bring about more efficient operation of all human endeavors and develop genuine human happiness. *Cooperation is a means which, when applied to human relations, is the most conducive of all to the establishment of good human relations.*

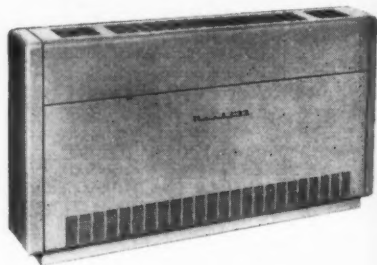
The personnel in our schools are the most important public servants of the community. The administrators, teachers, coaches and office assistants are molding the minds and channeling the thoughts of the future citizens of our country. There are no enticing financial lures or rewards for these services but there is an opportunity to witness a more cooperative society growing upon the roots of their combined efforts and the examples they display in their own behavior.

The growing numbers of mental patients in our institutions, the increasing nervous tensions with resulting illnesses and heart failures, illustrate how false values can undermine the welfare of our society. We see, all too plainly, that humans cannot adhere to a standard of competitive existence and make living a happy experience. If we are to save our civilization and improve it, we must replace the brutal methods we have been using with a program of cooperative goals that will once again bring the "Golden Rule" into our individual lives and thus, by our own examples, provide building material for a society that cannot be destroyed by selfishness.

We as a nation, demonstrated to the world, that cooperation between peoples could accomplish in a few decades what older nations could not produce in centuries. We, as people, displayed human motives that built a constitutional government intended to share the benefits and joys of living. No such spectacular growth was ever before recorded in history. The natural forces of cooperation overcame and superseded the selfish intentions of the dissenters. Education and opportunity for all was the goal and

the intention of our forefathers. But a false standard for the evaluation of success has crept into our existence and has provided the stumbling block which delays our continued advancement. We are all aware of the attempts to limit the opportunities for achievement to certain individuals or groups, and the enormous frustration and destruction that results from such selfish motives. If we are to rescue our present citizens and provide an atmosphere in which future generations can enjoy and appreciate the experience of living, we must begin now to set a pattern for cooperation, and demonstrate the mutual benefits of such behavior in our individual contacts with the public, the pupils and our fellow workers. This is not an idea to suggest to someone else, but one to use and apply to one's self. We are all aware of the problem of this age and can be of greatest value when we determine whether we are a part of the problems or a part of the solution.

The application of courteous manners and cooperative principles will point the way to a happier life.



What do you know about . . . THE NESBITT SYNCRETIZER

Some day you may be asked that question. You may have heard that it is the unit ventilator that sets a new standard of classroom comfort. But, can you tell *why*? . . . *how*? . . . with what exclusive advantages? Do you know Nesbitt's great contribution to schoolroom health and comfort? Learn all about "Syncrized Air"—It's an interesting facet of American education. Send for Publication 261 (free, of course).

Made by **JOHN J. NESBITT, Inc.**

State Rd. & Rhawn St., Philadelphia 36, Pa.



FIRST CLASS MAIL

Appearance is just as important in letters as it is in people . . . or products.

Every letter typed on an IBM Electric makes a perfect impression, has the distinctive personality which assures a friendly reception.

Turning out first-class work is simple with an IBM Electric. It is so easy to use . . . so responsive to your lightest touch . . . so saving of your time and energy.



Electric Typewriters

INTERNATIONAL BUSINESS MACHINES CORPORATION

IBM, Dept. K-2
590 Madison Ave., New York 22, N. Y.

☐ Please send descriptive folder on the IBM Electric Typewriter.

Name

Company

Address

City State

GOOD MANNERS AND GOOD WILL

Magdelene Craft Radke
Text-book Editor, University Publishing Company
Lincoln, Nebraska

The easiest time for people to acquire good manners is when they are very young. It is not hard to teach children manners if parents will always practice correct behavior with the child. If the child always hears Mother and Father say "Please" and "Thank you" and "Excuse me", he will grow up repeating these phrases as naturally as he breathes.

But many anxious mothers and fathers do not realize that this sort of training takes time and endless repetition of good example to inculcate; they want quicker, more pronounced results. So they importune or scold to get the desired behavior until the child begins to regard all good manners as edicts enforced by unreasoning authority and rebels against them accordingly.

To counteract this general feeling about manners, the statement has been made repeatedly that truly good manners are the expression of kindness and good will toward others; that therefore kindness of heart is all that one needs in order to be courteous.

This is a bit like saying that all one needs to make a good speech is to have a well-modulated voice. The voice is unquestionably necessary, but it also helps to have a vocabulary in order to get a message to the audience.

Manners are the words for the speech of kindness, well known and accepted by the public as having specific meanings. These manners have to be learned as words are; as words grow old and are discarded, so are manners, and new ones take their place.

All manners have their sources in sound common sense, although the original reason for the custom may have disappeared long ago. Take for instance the custom of a man's tipping his hat. This is supposed to go back to the days

of a knight's traveling in armor with a visored helmet protecting his head. If he did not lift the visor, he could not be recognized. So in passing, friends adopted the custom of lifting the hand to the helmet and tilting the visor so that the face could be seen and recognized.

The iron helmet has now been abandoned as conventional peace-time head gear; removal of the lighter head gear which followed has been found too disheveling a procedure to be retained except for occasions when extreme respect is to be shown. But the lifting of the hand to the hat brim is an easy and satisfying way of showing friendly interest in a passerby; the gesture has been retained as part of our modern code of courtesy, though helmets and plumed head gear for men are a thing of the past.

Etiquette demands that a cavalier should walk on the street side of his lady; the reason was established long ago when carriages were driven at top speed through muddy streets, bespattering any pedestrians or even putting them in danger from a frightened and uncontrolled horse. Custom still sanctions this arrangement because trucks and cars can still speed through muddy streets; they even get out of control and leap up on the sidewalk to the great danger of pedestrians. Thus the gentlemen still walk between danger and his lady.

One of the most complicated rituals of etiquette has grown up about eating. There again the mastery of table service at a formal dinner is easy for the person who, when a child, was given demonstrations of formal dining at home. All the forks and knives and spoons, all the special dishes and cloths were designed for a special purpose, to make partaking of food in company as little obnoxious as may be.

It must be admitted that the spectacle of a human being at food is intrinsically an unbeautiful one. The muscular contortions of the face while the jaws are busy masticating a difficult bit of food are not calculated to retain the accepted lineaments of beauty.

The possibilities of some of the food intended for the inside of the mouth landing somewhere outside are always with us. The sound of crunching and swallowing is not musical. Words being spoken are sometimes blurred and made unintelligible by food in the mouth.

If people ate alone behind screens, there would be no need of table etiquette. But as long as people insist on eating together, the unpleasant aspects of eating have to be minimized as much as possible. Table etiquette does this. Having eating tools designed to avoid messy eating is one of the first requisites of good service. The steak knife which can really cut steak has saved an immense amount of discomfort and heavy pressure on a stubborn bit of gristle. It has avoided the unpleasant sight of the stubborn bit of steak finally bounding off the plate of the diner and landing in a grand splatter of gravy just west of the centerpiece.

The salad fork has made the disposal of the dressing-dripping lettuce leaf easy and spotless. Never leaving your spoon standing in your coffee cup has kept many a half-drained vessel from deluging the table cloth or landing in the diner's lap.

Table etiquette makes eating in company possible. In fact, so successful have human beings been in civilizing the savage methods of taking food that eating in company has become one of our greatest pleasures. Satisfying hunger is always a pleasure; doing it in the company of friends has become a major recreation. He who fails to learn the rules for eating in company puts a heavy penalty both on himself and his friends, for after several demonstrations of offensive peculiarities in his method of stowing away food, the offender is no

longer asked out to dinner. No hostess wishes to be burdened with a guest about whom she has to say to his dinner partner, "I'm sorry, Evalyn, but I'm having to put you next to Henry Beggoozler tonight. He isn't so bad after the soup course; when he gets through schlooping that, he's quite bearable".

The rules of etiquette, really being instituted in order to make living in a social community easier and pleasanter, are always subject to change or modification. When the reason for the original custom disappears the custom frequently lingers on for centuries; habits are very hard to break. Men's coats still carry a group of ornamental buttons at the end of the sleeve, through the laced cuffs which used to fasten on the buttons have long since been discarded.

The purpose of good manners and rules of etiquette is merely to give a common and easily understood series of gestures and behavior patterns which can easily and quickly express kindness and friendliness. Every person is at liberty to add his personal interpretation of courtesy and good will to the established rules. There is the special kindness which a younger person can show to an oldster by listening attentively when the older person holds forth, even if the younger person has heard the story before.

There is the equal courtesy the oldster can show to the younger by taking his turn at listening, even if the opinions of the youngster are immature and ineptly stated. There is remembering and catering to special preferences for special people. Mr. Boss doesn't like purple; Miss Secretary will avoid that violet blouse for her office wardrobe. Aunt Mehitabel adores daffodils; put a vase of them in the guest room when she comes to visit in the spring.

Remembering the lady on a diet with something besides a box of candy on a gift day is also a part of the personal courtesy which is above the regular rules of etiquette. Genuine kindness of heart and interest in people will suggest endless variations of and additions

to the standard code of manners and etiquette.

Any person who stands between the school and the general public as a school secretary does have the special duty of observing the common rules of good manners. It has been said, and with some justice, that school teachers are the most mannerless people in the world. This used to be more truthful than it now is, for the old authoritarian school master or mistress is being replaced by another kind of teacher who believes in and practices democracy in the schoolroom. Courtesy is one of the first requirements of democracy; without real good will, democracy cannot flourish. The ordinary expressions which denote good will are therefore a valuable part of democratic expression.

To the authoritarian school master the ability to give a good stiff command to inferiors was the main part of his stock in trade. Dealing with children, who were his inferiors in age and ex-

perience, made giving commands instead of information natural to him. He had doubtless been brought up in a home with the "I say it and you do it" form of discipline and the delivery of the military command was the best form of discipline he knew. All too often the authoritarian continued to talk out of school to adults in the same commanding tone and with the same expectation of perfect obedience which was unhappily present in the classroom.

It is the business of the school secretary to democratize, in contact with the public, any lingering remnants of the authoritarian technique. The school secretary must be soft voiced, unflustered by disagreement, reasonable and kind at all times, if she is to serve her school well. She is the visible expression of the school's attitude toward the public and happy is the school whose secretary's good manners never fail. That school has one of the greatest possible claims on the public good will.

It is not the guns or armament
Or the money they can pay,
It's the close co-operation
That makes them win the day.
It is not the individual
Or the army as a whole,
But the everlastin' teamwork
Of every bloomin' soul.

J. Mason Knox

A moral, sensible, and well-bred man
Will not affront me, and no other can.

Cowper—*Conversation*

Life is not so short but that there is
always time enough for courtesy.

Emerson—*Social Aims*

How sweet and gracious, even in
common speech,
Is that fine sense which men call
Courtesy!
Wholesome as air and genial as
the light,
Welcome in every clime as breath
of flowers,
It transmutes aliens into trusting
friend,
And gives its owner passport round
the globe.

James T. Fields—*Courtesy*

If you hear a song that thrills you,
Sung by any child of song,
Praise it. Do not let the singer
Wait deserved praises long.
Why should one who thrills your heart
Lack the joy you may impart?

A Sermon in Rhyme
Daniel Webster Hoyt

Happiness is like time and space—we
make and measure it ourselves; it is
a fancy—as big, as little, as you please;
just a thing of contrasts and comparisons.

Peter Ibbetson. Du Maurier

Lettuce is like conversation: it must
be fresh and crisp, so sparkling that
you scarcely notice the bitter in it.

My Summer in a Garden.
Charles D. Warner

The happiness of life is made up of
minute fractions—the little soon forgotten
charities of a kiss or smile, a
kind look, a heartfelt compliment, and
the countless infinitesimals of pleasurable
and genial feeling.

The Friend. The Improvisatore
Samuel Taylor Coleridge



Write in *Hillyard* on your **FLOOR CLEANING PROGRAM**

... for Hillyard products make the work go faster. And buildings stay clean longer—Hillyard chemists formulate cleaners and floor treatments that **RESIST** dirt and wear. Floors, walls, woodwork and windows look bright with less frequent cleanings. Try Hillyard cleaners, waxes, dressings, once—you'll see.

SUPER SHINE[®]ALL *

The neutral chemical cleaner safe for everything—floors, walls, woodwork, furniture. Surfaces stay clean longer because it dissolves dirt—doesn't dig dirt-catching holes or scrub away finishes, and leaves no dust-attracting residue.

SUPER HIL[®]TON[®] *

Keeps down floor dust ... keeps walls and windows clean longer. For lacquered, varnished, sealed or finished floors, use on the cotton wick brush daily. **DOES NOT** leave floors oily, greasy, or dark.

New Hilco[®]Lustre *

Hillyard's new self-polishing liquid floor renewer. Leaves a tough, traffic-resisting film that stays bright under continuous wear. Resists water, repels dirt. Saves frequent recleaning.

WRITE TODAY... for information on how to cut floor maintenance costs up to 50%.

Address Dept. NI-51

* Approved by Underwriters' Laboratories as an "Anti-Slip" floor treatment

HANDLE WITH

HILLYARD

CARE!

"HILTONIAN" Floor Machine

... for cleaning, polishing, waxing, steel wooling. Replaces costly hand labor ... makes it easy to keep on schedule. Operates quietly. Built **LOW** to work under objects—saves moving furniture.

TROUBLESOME FLOOR PROBLEMS?

Ask the Hillyard Maintainer near you for **FREE** consultation. Maintainer and warehouse stocks in all principal cities.



**St. Joseph,
Missouri**

COURTESY—THE SECRETARY'S MASTER KEY

Marguerite L. Kuna

Assistant Personnel Director, Hall Brothers, Inc.



Many young women holding positions as educational secretaries do not have a full realization of their scope of influence. They have only to look back upon the past year, or years, and consider the number of folks who have come to them for help.

For each year, there are many—students, teachers, visitors, business men and women, and parents who have an occasion to talk with the secretary in the school office. Her function is the same whether it be in a small high school or a large university. She is to give service.

The educational secretary finds no set schedule for her day. Just as she is settled at her desk, the phone rings, or someone comes in the office. All day long there are interruptions. She is expected to know many things, do many things, and there are times when it is difficult to know which to do first. It is even more difficult to confine her activities to the regular working day, but in it all, if she fills her position well, she seems to have that certain something that keeps her pleasant, even-tempered, patient and understanding. She realizes, too, that the only way to open the door to greater opportunity is to be courteous at all times. Yes, "courtesy" may be called the secretary's master key. It can unlock the door of understanding, of tolerance, of appreciation, and even prevent problematical situations.

Courtesy extends Welcome

It is my privilege to visit a number of high schools and colleges each year to interview students for employment. It is interesting to recall the manner in which I have been received by the secretaries in these schools. I cannot help but let my reception by the secretary represent the school, its policies, and its entire training program. This must be true with everyone who visits a school office.

For the secretary who makes the parent feel welcome by her courteous manner, will make of this parent a bigger booster for the school even if the

reason for his visit were son Chester who has been having trouble with his chemistry experiments.

The student who receives courteous attention when he comes to inquire about a change in program becomes more than a "rooter" for the football team, but a loyal fan of the school.

Of course the first responsibility of the educational secretary is to assist the administrator for whom she works. Her duties are many and varied. But we are not considering them so much as the many "extra" duties she may be called upon to do, or she may take upon herself.

A visiting professor may stop to ask the location of another office. The secretary who explains it is in another building, gives careful instructions on how to reach the building, gives the room number, and even makes a call to inform the office that the visitor is on his way, has learned the importance of "courtesy". She sold the school to the visitor in those few minutes of special attention.

Then there was another secretary who was called upon to direct a visitor to another office. She had not learned to use her master key. Interruptions disturbed her, so she gave information almost grudgingly, and told the visitor that the office he wanted was in Blank Hall about a block down the street. She scarcely looked away from her typewriter as she spoke, so the bewildered man walked away to inquire of someone else. Whatever good things he might have previously had in mind about the school quickly crumbled because the secretary had failed in courtesy.

I have seen secretaries build an abundance of good will and personal esteem by such little services as sharpening a pencil, filling a fountain pen, making a phone call, or supplying a piece of scratch paper.

Most of us believe ourselves to be friendly and courteous, and we may well be as long as everything is going our way. But the moment we move out of our regular line of duty, we are likely to complain. Ask yourself if you voiced a complaint today. Ask yourself if you failed to be considerate to someone to-

day. Do you grumble if you are asked to take some rush dictation five minutes before closing time? What was your reaction when you had to cancel your appointment at the beauty parlor because of some over-time work that you thought could wait until the next day? Do you resent being asked to dust your supervisor's desk? Or refill his Ever-sharp? Or fill his carafe with fresh water? How do you react when you are asked to change your lunch period? Can you do all of these things graciously?

Courtesy a mark of character

The secretary is not always aware of her influence in the school, and her important role in the coordination of faculty, parents and students. She represents the school and its policies to many more people than she realizes. Her rewards do not come in increased sales, but in the good will which she promotes. She makes an administrator a better one, and in turn adds to her own personal development. All of this because she knows how to be courteous and gracious on her job.

On a recent visit to one of the large high schools in the middle West, I asked the principal what suggestions he had regarding the secretaries in the various school offices. He was quick to mention several including elimination of petty jealousies, attention to punctuality, improved attendance, more care in proof-reading work, less time taken for personal business, and greater acceptance of personal responsibility. However, he continued, most of these are not too difficult to accomplish when encouraged by superiors.

I, then, asked if there was any trait which he felt the educational secretary needed to develop most, and again he was quick to say, "above all, courtesy." He recalled that the only secretary he had ever found it necessary to release was one who was too sharp and tactless with others. She had not sensed the service requirement of the position. She was reluctant to give any of the "extra services". This administrator said that one could not stress too much the importance of public relations through the school office and the master key to this situation is held by the secretary.

I asked the same question of a college placement director, and he replied: "The entire picture of the college is given by the secretary in a very few minutes to everyone who comes to the office. This

picture could be a masterpiece of organization, of cooperation, and efficiency, or it could be a rough sketch of discordance, and ineffectiveness. Therefore, I feel that courtesy cannot be over-emphasized in importance."

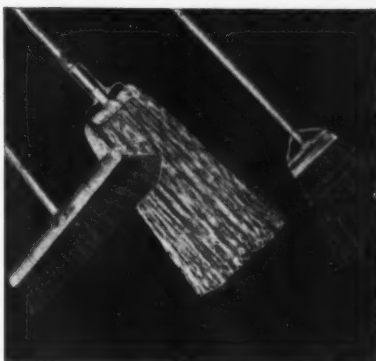
Courtesy is for us

There are those who believe courtesy is for the other fellow. And they say there is no time to be courteous when the work piles up or becomes pressing. But have you noticed that the folks who get the most done are those who are never too busy to be courteous? Too often inefficiency, lack of initiative, and failure to plan will cause frustration and unpleasantness. A good secretary is never too busy to be courteous, and it is more often true that the most efficient secretary is the one who uses freely the master key of courtesy.

FULLER

Cleaning Equipment

LASTS LONGER



• Write Today To

INDUSTRIAL DIVISION

The FULLER BRUSH Co.

3548 Main St., Hartford 2, Conn.

THE COURTESY OF REMEMBRANCE

Mabel R. Palmer

Assistant Secretary, Allied Florists' Association of Illinois

A gift of flowers or a blooming plant is such a courteous compliment, expressing good wishes, admiration, love, sympathy . . . anything the occasion demands! Flowers stand for all that's good and beautiful in life. They're a tacit tribute to the recipient's appreciation of beauty and gracious living.

A green or blooming plant does much to brighten an office, and a bouquet or basket of cut flowers is always an appropriate gift for an opening, an anniversary or any occasion. If it is a vase for the desk of a business man, he will prefer roses—and be sure they're red. Men are the most avid of flower lovers, and nothing is so colorful or exciting for a birthday, an anniversary or to mark a business promotion.

During the spring you'll find tulips, hyacinths, narcissi and other spring flowers in your florist shop. A bit later, rose plants are at their best. Tuberous begonias and gloxinias also make a wonderful "flower show" in blooming plants. Remember, though, if you decide upon either plants or cut flowers for the office, you should keep both away from the radiators. Azaleas and hydrangeas both require plenty of water, while roses should ordinarily be watered only every other day . . . but if your office is kept at a high temperature, give them a daily drink of water.

You'll derive much personal pleasure and satisfaction from keeping something green and growing on your desk, so don't neglect the foliage plants. Foliage plants, in case you're not familiar with the term, are all the vines, ferns and decorative leafed plants that do not bear flowers.

Big or small, they add a distinctive touch to the austere and utilitarian surroundings of an office. The smaller foliage plants are at home in copper planters or disk gardens while the larger—philodendron imbe, fiddle-leaf fig, etc.

—will grace an empty corner. A colorful caladium will make as bright an oasis on your desk as any of the blooming plants. The leaves are large, and you can take your choice of markings—white, violet, red or yellow patterns on green leaves. For a plant requiring a minimum of care, *sansaviera* (also called snake-plant and mother-in-law's tongue) takes first prize. It grows well in dry, warm rooms, needs to be watered only once a week, and requires little sunlight.

Flowers have a festive gaiety that should always be used to play up the mood of a holiday or season. A large bouquet of spring flowers—jonquils, tulips, lilacs, sweet peas, freesia—captures the fresh charm of the season. An open arrangement of pastel carnations in a milky or crystal vase expresses all the loveliness of summer.

During the fall months and for Halloween and Thanksgiving, mums and colorful berries make a glorious display of autumnal beauty. Poinsettias and holly and mistletoe are a natural and typical choice for the Christmas season, but you or your florist can create beautiful effects with other red or white flowers and Christmas props—candy canes, candles, Santa Claus figures, etc.

When you're asked to send flowers for an opening of a new office, it's a courteous gesture to include a single small flower for each member of the staff—executive and stenographer alike—to pin on his or her lapel. The extra cost is small, but the extra courtesy of such a gesture is large. (For this boutonniere idea, choose one of the flowers used in the main floral piece.)

Speaking of props, you can make any gift of flowers more important by the addition of an appropriate "prop." When sending flowers to a businessman, it's a clever idea to tie the flowers in with his hobby. For example, if you know his



Protect Your Books

with

HOLDEN BOOK COVERS

and Get the MOST from your
TEXTBOOK DOLLAR!

- * They prolong the life of the books up to three years.
- * They receive the wear *instead of the books*.
- * They reenforce the bindings.
- * They keep books clean and sanitary.
- * Their attractive, fresh appearance commands the respect of pupils.

Samples free

HOLDEN PATENT BOOK COVER COMPANY
SPRINGFIELD, MASS.

favorite pastime is fishing, fasten some colorful fishing flies and lures to the flower stems. A man who smokes cigars would like red roses or yellow carnations arranged in a cigar box half filled with cigars.

If you know the favorite flower or plant of a friend, by all means select it when you're shopping for a flower present. If you're uncertain—as might be the case when you're sending flowers to a business acquaintance—exercise a little originality. Perhaps you'll want to use the suggestion of "props" as mentioned, but are too busy with office duties to come up with ideas of your own . . . then ask your florist for advice! Tell him the sort of person and the occasion the flowers are for—and let his trained imagination help you. A small gift of flowers can be a more appreciated and bigger gift than the price tag indicates!

There is even a language of flowers that you can employ when you want

flowers to speak with the utmost courtesy. It's old-fashioned but, according to the Allied Florists' Association, enjoying a great revival. Everybody knows that red roses say "I love you," but how many know that yellow roses mean "try to care"? And that striped carnations say "wish I could be with you"? Sweet peas carry the polite message, "thank you for a lovely time." The little flower faces of the pansies express pleasant thoughts, and the geranium is a symbol of gentility. Lilacs are for *fastidiousness* and daisies speak for simplicity or innocence. White heather says "good fortune," heliotrope expresses devotion. The daffodil represents unrequited love and the forget-me-not means true love. Poetry, traditions from ancient civilizations and local usage have given us a long list of symbolic meanings for the different personalities in the flower world.



Top Secretary

Top Secretary HAZEL MENDLER
Secretary to Randolph Sevier, Pres-
ident, Matson Navigation Com-
pany, says, "I am delighted with
my new Electri-conomy—it makes
typing so easy, so fast."

and thousands like her
prefer the Remington

Electri-conomy

Today, essential industries realize that it takes peak output in the office to achieve peak production in materials handling. That's why top secretaries like Matson Lines' Miss Mendler go for the swift, effortless typing speed of the Electri-conomy—those 20 clear carbons at *one* typing—the handsome "Executype" for letters of true distinction that will be signed with pride—and that glorious "alive-at-five" feeling because *electricity does the work!*

Remington Rand

THE FIRST NAME IN TYPEWRITERS

ROOM 2087, 315 FOURTH AVE., NEW YORK 10.

- ☐ Yes, I would like a **FREE** copy of "The New Remington Electri-conomy Typewriter" (RE 8353).
- ☐ I would like a **FREE** demonstration of the Electri-conomy—without obligation, of course.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



THE POWER OF PERSONALITY

By

G. L. EVANS

Reprinted from *The Office Economist*, March-April 1951,
with permission of the author.

Can you buy personality? Yes! But, let's be specific. Outstanding business men have found these tips to be invaluable when considering new employees.

Who is it who puts up your office front? Who sees your customers first? It's the girl in your front office. What do you pay her for? To type? To answer the phone? To keep books? To be among those present when a customer walks in? If that's all you're paying for, you might as well have a robot. For it's that girl who represents you. She can sell you, or sell you short, without your having a chance, and without your even knowing it. Customers, clients, patients receive their first impression of you through that girl. If she doesn't please them, you may never have an opportunity to try. You may never see them. I'd like to tell you why:

There's a lot more to her work than typing, shorthand, or bookkeeping. Even though manual proficiency is required, it just isn't enough. As a matter of fact, if it were necessary to choose between the mechanically expert and the average help, it would be much wiser to pick the average insofar as elementary machine efficiency is concerned, and to insist upon other qualifications that have public appeal. This is assuming, of course, that your business deals with the public. Is there one that doesn't? And when you are dealing with people, there must be a recognition of the human element. There must be an understanding and response to human wants and desires. Part of those wants consist of a basic need to be catered to, to be made to feel important. Catering is the fine art we practice unknowingly with those closest to us in an effort to promote harmony. Successful business relationships are no more, no less, than lasting friendships. Constant attention is focused on preserving them, and when we look upon a successful business as a happy friendship, that so-called "catering" becomes a natural, warm gesture designed to please others, as well as ourselves, and these, at least, are a few qualities to be borne in mind in selecting your personal representative. The initial letters of each potent attribute, taken in order, spell "PERSONALITY." Follow me!

Poise comes first. Poise is an essential balance, a natural or acquired faculty

some people possess, which enables them to introduce and maintain serene personnel and clientele relations. It helps a girl weigh the relative importance of office details and clients' problems, and allows her to meet people and situations with stability and quiet assurance, and with the right personal touch.

Efficiency, which comes next, is a combination of effort and energy properly directed, which you expect from any job holder in the performance of routine tasks.

Respect is something else to be sought. A girl who respects herself and the quality of her work, respects you, the job she holds with you, and those you serve. She shows her respect as a joyful birthright, not as a duty.

Sincerity, too, must be recognized as a primary requirement whenever human beings are involved. Sincerity is evident whether the girl is helping you close a big deal, answering the telephone, or just making a clean erasure. And a smile. There is no single personal attribute which has so much influence or so great a value as one sincere smile.

Office-Know-How is awfully important, but you'll find that anyone who has the other virtues listed here, also has office-know-how.

Normal reactions to your problems and those of your clients are something you are entitled to expect. Each person who calls upon you, whatever his reason, has a right to be treated as if he, too, were human, and not a freak who wandered in off the streets. Can your *alter ego* meet the public with understanding and the realization that each man has individual questions and problems, which, however divergent they may be from her own, must be given special consideration? Each caller must be met on his own level and greeted with sympathy and sincerity. Such treatment must be based upon a constant, agreeable attitude.

Adaptability, as well as ability and alertness, is another must. It's a won-

derful thing to know that you can count on the girl out front to face many situations without counselling on every point. The girl who can switch from one job to another is the one to seek.

Loyalty, of course, is required—loyalty to you and those you serve. And loyalty means that business matters are hush-hush. There is to be no outside shop talk. Names and stories recounted in elevators and over coffee cups may cost someone a hatful of tears, and someone else a job. You must be able to rely upon the loyalty of every member of your organization, but especially upon that of your other self, the one who represents you. Her remarks must be direct and clear with no ambiguity as to whose firm is best and whose products are first. But, remember, if she is to reflect loyalty, you must deserve it.

Intelligence is a necessary power of comprehension. A girl with intelligence apprehends facts and conditions, and

knows how to steer them to accomplish the desired results.

Tact, which is highly essential, is mostly thoughtfulness. It's consideration for the other fellow, the ability to do the right thing at the right time.

Youth, is the final requirement. There has been a change in the definition of "youth." Once, youth was determined by years. This is no longer true. Anyone has youth who continues to progress, to grow in poise, efficiency, respect, sincerity, office-know-how, normal actions and reactions, adaptability, loyalty, intelligence and tact. Years should contribute to all of the foregoing qualities, and so long as one does continue to grow in these directions, one has youth everlasting.

As you can see, all of these characteristics generate the power of personality which you can and should buy when you choose the girl your customers see first.

For your convenience, we have prepared a form which may be used for Affiliation. Please fill out this form and mail it to Mrs. Ora S. Dolsen, 467 W. Hancock, Detroit 1, Michigan.

APPLICATION FOR AFFILIATION

(Make checks payable to the National Association of School Secretaries)

The Association of School Secretaries wishes to affiliate with the NATIONAL ASSOCIATION OF SCHOOL SECRETARIES for the years 1950-51.
Enclosed is five dollars (\$5.00) affiliation fee.

New.....

Renewal.....

Names of Advisory Council Members (1 per 20 National members):

One-Year Term
Name Address

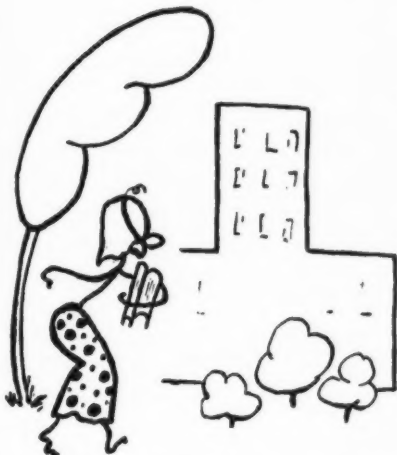
Two-Year Term
Name Address

Date of organization of your association
OFFICERS Names Address Length of term

SIGNED
Name Address

Office held in the Association

"MEET ME ON THE CAMPUS"



NANCY NATIONAL announces with pardonable pride the 1951 schedule for Institutes and Workshops. Educational secretaries are surely and firmly taking the necessary steps leading to professionalization. The first step in any professional group-building is adequate education and preparation. NANCY is officially helping co-sponsor three of the Institutes to be held this summer.

A social committee is functioning in connection with each Institute and Workshop program to provide a social, recreational, and sight-seeing program for persons attending.

July 2-6, Berkeley, California

(Following the Annual Convention of the National Association of School Secretaries, June 30-July 1.)

CONFERENCE AND WORKSHOP FOR EDUCATIONAL SECRETARIES X368 conducted by the School of Education, University of California, Department of Conferences and special Activities, University Extension, in cooperation with the National Association of School Secretaries.

At the four general morning sessions (Wednesday, July 4, will be a holiday), the following topics will be discussed: "Improving Education Through Cooperative Effort," "The School Secretary and the Public Relations Program," "Skills and Competencies Needed by School

Secretaries," and "The Secretary and School Administration." Morning classes on the following topics will be held: "Significant Trends in Education," "Community Relations," "Personality Development," and "Cooperative Planning in Education."

The two periods in the afternoon will be devoted to discussion groups, with each registrant selecting two of the following groups: "Supervision Seminar," "In-Service Training Programs," "Group Leadership," "Handbook Preparation," "Efficiency Exchange," "Public Speaking," "Standards and Certification," and "Report Writing."

One unit of credit may be earned. The tuition fee is \$15.00. Rooms will be available at local hotels and motels within easy walking distance off the campus. Meals will be available at the Campus Cafeteria. (For additional information, write Miss Edna Atkinson, Oak Park and River Forest High School, Oak Park, Illinois.)

August 6-10, East Lansing, Michigan

INSTITUTE FOR EDUCATIONAL SECRETARIES, sponsored by the Michigan Association of School Secretaries and National Association of School Secretaries, in cooperation with Michigan State College, East Lansing, Michigan.

The opening general sessions each morning will present such subjects as: "How to Stay Sane in 1951," "How to Stay Alive as Long as You Live," "How to Look and Feel Like a Million," and "How to Identify an Educational Secretary." There will be daily classes in various speech areas; in payroll, budgeting, and record keeping; in filing; and in layout and color dynamics. There will be general information sessions on community resources, publicity and information, and professional association leadership development.

The afternoon hours will be devoted to classes in editing, report writing, grammatical construction, typing, duplication, art work, and assembling. The summary of the Institute will be distributed at the closing tea on Friday afternoon.

The tuition and registration fee will be \$10.00 and living costs for the week, with rooms in one of the new dormitories, and meals, will be between \$25.00 and \$35.00.

(For additional information, write Miss Maree Coyle, State Department of Education, Lansing, Michigan.)

August 6-10, Boston, Massachusetts

INSTITUTE FOR EDUCATIONAL SECRETARIES, sponsored by the Massachusetts Association of School Secretaries and National Association of School Secretaries, in cooperation with Boston University, Boston, Massachusetts.

The program will consist of daily lecture, laboratory, demonstration, and discussion periods, planned to improve the educational worker's technical ability, job intelligence, and professional standing. Discussion groups concerned with the special problems of different secretaries will be organized according to the interests of the members of the Institute. Lecturers, demonstrators, and discussion leaders are members of the Boston University faculty, successful administrators, and experienced educational secretaries.

Dormitory accommodations will be available. Registrants may earn one hour of credit. Tuition fee, \$15.00 (For additional information, write Professor Donald G. Stather, Boston University College of Practical Arts and Letters, 27 Garrison Street, Boston 16, Massachusetts.)

June 24-27, Kent, Ohio

SEVENTH ANNUAL WORKSHOP FOR SCHOOL SECRETARIES, sponsored by the Department of School Secretaries of the Ohio Association of Public School Employees, together with the College of Business Administration and the College of Education, Kent State University, Kent, Ohio.

The workshop will begin with a tea on Sunday afternoon, June 24, at 6:00 o'clock, followed by a special program of entertainment in the evening. The program for the next three days will be arranged around these themes: "Grooming the Secretary," "Training the Secretary," and "Advising the Secretary." There will be group discussions, lectures by outstanding speakers, and opportunity for association and fellowship with other secretaries in similar positions.

Members of the workshop will be housed in Lowry Hall at a cost of \$2.00 per night for a single room, or \$1.50 per night for a double room; meals may be secured in the University dining hall. A tuition fee of \$5.00 will be charged

for the workshop. (For additional information concerning the workshop and enrollment forms, write to Miss Louise H. Wheeler, Department of Secretarial Science, Kent State University, Kent, Ohio.)

July 9-13, Dallas, Texas

INSTITUTE FOR EDUCATIONAL SECRETARIES, sponsored by the Dallas School Secretaries Association and Southern Methodist University, Dallas, Texas.

Lectures will be given daily by outstanding educators in Texas and Southern Methodist University; Martha Luck of Northwestern University will lecture each day to the entire assembly; and afternoon sessions will be devoted to five group discussions—elementary, junior and senior high school, city superintendent, county superintendent, and college offices.

Sessions are scheduled for 9:00 to 12:00 and 1:00 to 3:00. Dormitory accommodations will be available at nominal costs. Tuition fee, \$10.00. (For further information, write Mr. J. M. Claunch, Southern Methodist University, Dallas, Texas.)

July 23-27, Denver, Colorado

INSTITUTE FOR EDUCATIONAL SECRETARIES, sponsored by the Colorado Association of Educational Secretaries and the University of Denver, Denver, Colorado.

Meetings will be held in the new College of Business Administration building on the Civic Center Campus in downtown Denver. The Institute will carry 2 quarter hours of undergraduate or graduate credit. Tuition will be \$9.00 per quarter hour; the fee is \$12.00 to audit the course. (For additional information write Mr. Earl G. Nicks, Chairman, Business Education and Secretarial Science Department, University of Denver, Denver 2, Colorado.)

July 25-27, Newark, Delaware

WORKSHOP FOR SCHOOL SECRETARIES, sponsored by the Delaware School Secretaries Association and the University of Delaware, Newark, Delaware.

There will be classes in English and speech, public relations, psychology, and modern trends in business. (For further information write Mrs. Edna H. Vansant, Rehoboth, Delaware.)

LIFE MEMBERSHIP

A reminder is given of the plan for Life Membership as recommended by the committee appointed at the Executive Board Meeting held in Chicago in July, 1947 and further developed at the meeting in Cleveland in July 1948. We reprint the findings of the Committee as published in February 1948.

"Since 'life membership is a symbol of permanent interest and loyalty to the profession,' we suggest that the following amendment to the By-Laws be presented by the Executive Board for action by the membership at the July, 1948, annual meeting:

"A member in good standing for more than two consecutive years shall be eligible for life membership upon payment of twenty-five dollars in full, or ten dollars down and three annual installments of five dollars each. A life member shall be entitled to all the privileges of an active member.

"The Committee feels that the life membership fees should be disassociated from the regular memberships and it suggests that provision be made whereby they be earmarked and invested. This arrangement would guarantee that they continue to render service to the profession permanently.

"Twenty-five dollars represents continuous membership for twelve and one-half years and the deferred payment plan makes life membership possible for every school secretary.

"It is further suggested that a special emblem and membership card be issued to life members.

"Favorable action on this amendment is imperative because of the growing financial needs of the Association necessary to carry on the varied activities and services.

Constance K. Cowardin
Virginia A. Halsey
Louise H. Nelson
Betty Zimmerman, Chairman"

COMMITTEE NOTES

and miscellany

AFFILIATION—ADVISORY COUNCIL

Sixty-three state and local groups are now affiliated with the National Association of School Secretaries! Check the list. Is your group among them?

Of What Does Affiliation Consist?

Alignment of city and state groups with the National Association, which in turn strengthens the standing of the affiliated groups and enables them to have a direct voice in establishing policies and procedures of their national organization.

How May Affiliation be Accomplished?

By payment by city and state associations of an annual fee of \$5.00.

What are the Benefits of Affiliation?

1. Representation on the Advisory Council of the National Association. The Advisory Council is the policy making or legislative division of the National Association.

2. To aid in the selection of officers of the National Association.

3. One member of each committee appointed by the president shall be chosen from members of the Advisory Council.

The Advisory Council will meet at the time of the annual convention in California. Affiliated groups will be receiving a copy of the Agenda for that meeting within the next few weeks.

If your group is not affiliated, urge them to become affiliated today. Fill out the affiliation form and mail it to Mrs. Ora S. Dolsen, 467 W. Hancock, Detroit 1, Michigan.

ORA S. DOLSEN,
Chairman,
Affiliation and
Advisory Council

PUBLICITY

As you will recall, the general theme of our October 1950 issue of THE NATIONAL SECRETARY was writing—"writing in public relations, writing as it must be done as a part of the day's

work of reporting or interpreting the school program, writing as we are called upon to do it in our 'extra' assignments, writing as we are privileged to make use of it to express, develop and extend our personalities. . . ."

It seems appropriate, then, in this issue to mention some of the published accomplishments of some of our members. This is definitely one of our areas in which we should like to see more of our members participate and we are extremely proud of those who have succeeded in having their work printed. For how better can we make all school administrators and all secretarial and clerical staffs aware that through professional organizations, study and group thinking, we are attempting to achieve professional status for the educational secretary, thereby preparing ourselves to extend greater service to the school and to the community.

Emma Castner, Recording Secretary of our National organization, Washington, New Jersey, has a fine article in the *Business Education Observer* for November, 1950, the official publication of the New Jersey Business Education Association. Emma's article is entitled "The School Secretary's Professional Preparation and Ethics," and in it she offers some splendid suggestions for pre-service requirements and in-service training, which seems to be a general practice over the nation.

The September, 1950, issue of *Illinois Education* contains MARY CARROLL'S article on "Training Your Office Lieutenant." As you know, Mary is our Assistant Editor and is Registrar at the Proviso High School, Maywood, Illinois.

The splendid article, "Take a Letter, Miss Jones," in the 1949-1950 *School Report* of the Newton Public Schools, Newton, Massachusetts, was written by ALMA LITTLEFIELD, Secretary to the Superintendent of Schools, and President of the Newton School Secretaries Association.

Edith Davies, Office Secretary, South Dakota Education Association, Sioux Falls, South Dakota, has an excellent article in the September, 1950, *SDEA*

Journal, entitled "Calling all School Secretaries." And, incidentally, South Dakota has a brand new state association of educational secretaries. Mary Ellen Morrow is the new President and Edith Davies is secretary.

I haven't seen it, but MELBA DEMAREE, Secretary to the Superintendent of Schools, Franklin, Indiana, and National Treasurer, has an article in the October, 1950, issue of *American Business Education* on educational filing.

Catherine M. Kelley, Chairman of the Publicity Committee, Turners Falls, Massachusetts, reports an excellent source of publicity, the *Massachusetts Teacher*, bulletin of the Massachusetts Teachers Federation, with which the Massachusetts School Secretaries Association is affiliated, and which has a circulation of 19,000.

Blanche Dvorak, Secretary to the Principal, Monroe High School, Saint Paul, Minnesota, and LORRAINE HAGGLUND, Phillips Junior High School, Minneapolis, report that they have been quite successful in publicizing the Minnesota Chapter and the National Association, and I have evidence of this in my files. Blanche says that she has been assured of (1) the publication of an article describing the duorganization—origin and aims of both groups, conferences, workshops, college courses for school secretaries, official organs, etc., in a forthcoming issue of the Minnesota Association of Secondary School Principals' magazine; (2) a notice in the Minnesota Education Association's magazine about the coming spring conference; (3) an article, written by the editor, on school secretaries, to be published in an issue of the Minnesota Education Association's magazine next fall. Good work!

In the February, 1951, issue we told you of the booklet written by Marie M. Beatty, with the information on aids to educational opportunities beyond high school which has been of great assistance to many students.

The latest publication to give us cause for pride and rejoicing is the article "Administrator's Secretary," by MARTHA S. LUCK, which appeared in the April, 1951, issue of *The Nation's Schools*. Martha is Executive Secretary to the University College, Northwestern University, and presented a fine discourse on professional training and the improvement of the status of educational secretaries. If you would like to see more coordination and improvement of services in your office, be sure to digest this article.

Another Local for Texas.

Secretaries of the Highland Park Independent School District in a municipality adjoining Dallas, are perfecting a local organization and have elected the following officers:

President, Miss Hazel Lewis
Vice President, Mrs. Ernestine Bice
Secretary-Treasurer, Mrs. Alma Brewer.

There are seventeen secretaries in the entire system. They are busy filling out membership blanks and say they are to have 100% membership in the Local, State, and National Associations.

It is a pleasure to know of this enthusiastic group and we shall wait with interest to hear more from them.

No doubt there are other published accomplishments that should be mentioned if we only knew of them. Also, many other interesting news items which have been reported by various organizations are worthy of mention—it seems they must be held for a future date. Everyone has been most helpful in reporting items of interest and I sincerely thank each one of you. Your fine cooperation is greatly appreciated. May I hear from all of you—again and again?

ELLA MAE FLIPPEN,
Chairman,
Publicity Committee,
May, 1951.

TO HELP YOU GROW

Does your school subscribe to *Today's Secretary*? The McGraw-Hill Publishing Company, 330 West 42nd Street, New York 18, N. Y., has revised The Gregg Writer and issued the new magazine in 8½ x 11 format with many new features. Taking cognizance of the increasing prominence of women in business affairs, *Today's Secretary* gives considerable counsel and advice that will aid the development of any woman seeking advancement. Perhaps your school library would add this to the list of helpful periodicals to be read by the employees as well as the students.

Be sure to read *On Being Human*, by Dr. Ashley Montagu. It is published by Henry Schuman, New York (1950) and costs only \$1.95. It will help you adjust some of your problems.

If you want to keep up with your administrators in professional reading you will also profit from a study of Marshall C. Greco's *Group Life*, published by the Philosophical Library, New York (1950), \$4.75.

AFFILIATED GROUPS

Alabama

School Office Personnel Association

Arizona

School Administrative Assistant of Arizona

Arkansas

Arkansas Association of School Secretaries
Little Rock Association of School Secretaries
North Little Rock Association of School Secretaries

California

Secretarial Association of Los Angeles City Schools
Burbank City Schools Secretarial Association
Administrative Clerks Secretarial Association
Pasadena Association of School Secretaries
San Diego Association of School Secretaries

Colorado

Clerks' and Secretaries' Association of the Denver Public Schools
Colorado Association of School Secretaries

Connecticut

Connecticut Association of Educational Secretaries

Delaware

Delaware School Secretaries Association

Georgia

Georgia Association of School Secretaries

Illinois

Illinois Association of School Secretaries

Indiana

Indiana Association of School Secretaries
Evansville Association of School Secretaries

Iowa

Iowa Association of School Secretaries
Davenport Public Schools Secretaries Association

Kansas

Kansas Association of School Secretaries

Maine

Maine Association of School Secretaries

Maryland

Baltimore Public School Secretaries Association
Public School Secretaries of Baltimore

Massachusetts

Massachusetts Association of School Secretaries
Newton School Secretaries Association

Michigan

Michigan Association of School Secretaries
Detroit Association of School Secretaries
Down River Association of School Secretaries
Flint Association of School Secretaries
Hantramck Association of School Secretaries

Minnesota

Minnesota Chapter, National Association of School Secretaries

Missouri

Missouri Association of School Secretaries

Kansas City Association of School Secretaries

St. Louis County Association of School Secretaries

Nebraska

Lincoln Public Schools Clerical Association

New Hampshire

New Hampshire Association of School Secretaries

New Jersey

New Jersey Association of School Secretaries

Union County Association of School Clerks and Secretaries

Passiac Association of School Secretaries

Elizabeth School Clerks' Association

Paterson Association of School Secretaries

Ohio

Miami Valley Chapter, National Association of School Secretaries

Oregon

Portland Elementary School Secretaries Association

Portland High School Secretaries Association

Eugene Association of School Secretaries

Pennsylvania

Pennsylvania Association of School Secretaries

Philadelphia Association of School Secretaries

School Secretaries Association of the School District of Pittsburgh

Tennessee

Secretaries Division of the Eastern Tennessee Education Association

Texas

Dallas School Clerks and Secretaries Association

Houston Association of School Secretaries

Fort Worth Association of School Secretaries

San Antonio Educational Secretarial Association

Utah

Utah School Secretaries Association

Salt Lake City School Secretaries Association

Virginia

Virginia Association of School Secretaries

Richmond Association of School Secretaries

Wisconsin

Wisconsin School Secretaries Association

Milwaukee School Secretaries Association

Racine School Secretaries Association

District of Columbia

Secretarial Association of the Public Schools of the District of Columbia

Hawaii

Honolulu Elementary School Secretaries Association



Marion Elliott

EFFICIENCY EXCHANGE

MADISON SCHOOL
5525 NORTH SIXTEENTH STREET
PHOENIX, ARIZONA

Have you ever thought what your reaction would be if you arrived at a dinner party in the home of a friend of yours, and your hostess failed to greet you and there was no one to make you feel welcome? You would naturally feel ill at ease and might wonder if you had come at the wrong time.

Now let us consider the position of the educational secretary who greets visitors seeking information of one type or another. How important it is for her to remember to speak first with a friendly "hello" and inquire if she can be of help. The individual will feel at ease, the conversation will be started, and it will be much easier for the caller to explain the reason for his visit. It is even better if the secretary can include the name of the visitor in her greeting. Thus the secretary has complied with the rules of good etiquette and the visitor will feel that he has received courteous attention. Therefore, the secretary is playing the role of "hostess" for her employer.

To be a successful "hostess" one must remember:

1. She is expected to be courteous, dignified, and pleasant. This is essential so that visitors will gain a positive impression of the organization.

2. She is expected to be neat. This includes keeping her desk free of unnecessary papers as well as her personal

appearance and the general impression of her office.

3. She must always be cheerful. It radiates confidence and efficiency.

4. She must never complain. The visitor is interested only in receiving service.

5. She must be helpful. The receptionist is regarded as an information bureau for the firm.

6. She must always have good manners. A visitor should never be made to feel that he is an intruder.

7. She must have a sense of humor. It is important to be able to smile at the "ups and downs" of the average office day.

8. She must be sincerely interested in the welfare of the organization she represents and do everything in her power to further good relationships between the individuals with whom she works.

No matter what our job, it is very important that each of us remembers to strive to be like the secretary who "drove into her parking place and carefully pinned on her office smile".

The following hint in typing was sent to me by our National President, Miss Edna Atkinson:

Many operators have found that their typing is made considerably easier if they establish a policy of never hyphenating a word at the end

of a line. You will be agreeably surprised to find how quickly you can learn to get along by doing this. You will also be surprised to find how much time is saved when you no longer have to check syllabication in the dictionary each time you're not sure of the proper division of a word.

Miss Agnes Schlender, secretary to the Board of Education in Brookings, South Dakota, sent in the following:

If your budget is limited, to save stencils try this—Save the tops of stencils that are discarded after use. Then, when only a small part of a stencil is needed, cut off the bottom part of the stencil and parchment

backing sheet about one inch below the last line of typing; staple one of the old tops to the unused portion of the stencil and put it away to use for your next "short" stencil job. If you do a lot of mimeograph work, this will save a great many stencils over a period of time.

Mrs. Melba Demaree, our National Treasurer, sent the following:

When preparing a stencil to file, run the stencil folder through the mimeograph before removing the stencil from the drum. This leaves all the information on the outside of the folder.

MARION ELLIOTT

Politeness and good-breeding are absolutely necessary to adorn any, or all other good qualities or talents . . . The scholar, without good-breeding, is a pedant; the philosopher, a cynic; the soldier, a brute; and every man disagreeable.

Lord Chesterfield, *Letters*

Nothing is more becoming in a great man than courtesy and forbearance.

Cicero

Hearts, like doors, will open with ease
To very, very little keys,
And don't forget that two of these
Are "I thank you" and "If you please."

Unknown, *Old Nursery Rhyme*

Politeness smoothes wrinkles.

Joubert, *Pencees*

Nothing is more valuable to a man than courtesy.

Terence *Adelphi*

Speech is the index of the mind.
Seneca.

A sign displayed in a school office reads: "If you have NOTHING to do, don't do it here."

Contests allow no excuses, no more do friendships.

Zenobius: Proverbs

too many creatures
both insects and humans
estimate their own value
by the amount of minor irritation
they are able to cause
to greater personalities than themselves
archy does his part. *pride.

Don Marquis

procrastination is the
art of keeping
up with yesterday
archy and mehitabel*

Don Marquis

*Archy, a cockroach, is unable to use the shift-key on the typewriter; therefore, he cannot print capital letters and punctuation marks.

May I carry, if I will,
All your burdens up the hill?
And she answered with a laugh,
No, but you may carry half.

Katie Lee and Willie Gray. Unknown

In the first person, simply SHALL
foretells,
In WILL a threat or else a promise
dwells;
SHALL in the second and third does
threat,
WILL then simply foretells a future
teat.

Grammar, Irish National Schools

Let a fool hold his tongue and he
will pass for a sage.

Maxim 914. Publilius Syrus

PERSONALITY GLIMPSES



How much curiosity do you have about the workings of the community about you? The co-operative and cheerful taxi driver who helped transport the February *National Secretary* to the post office in Chicago was typical of many of us who live for years in a community and never visit the museum or the zoo or the capitol within a matter of blocks. That Saturday afternoon as we drove into the tunnel beneath the big post office to deliver the magazines, we were met by guards with guns in evidence, we were told to keep the motor of the cab running while a quick examination was made of our cargo, and were told to drive on. "I've lived here and driven a taxi for eleven years and that's my first trip here. And I'm just as glad to get out of here too! I wouldn't want to do *anything* but the *right thing* here, lady."

Tips from Administrators: (heard at Philadelphia while waiting for the train to Atlantic City)

First A.: "Can't we find a porter? This bag is heavy."

Second A.: "Porters are impossible to find here. I carry my own bag off and on trains here and put down a dollar on the expense account."

Each year the Little Rock DEMOCRAT conducts an "honest election" in the state to elect the outstanding man and woman in Arkansas and in Little Rock. An issue of the paper carries a ballot and everyone is entitled to vote. Our own Christine Messinger was voted second most outstanding woman of the year in Little Rock. Nancy bows low to you, Christine, and sends congratulations.

The little acts of kindness and love are the things that are remembered, not the great speeches and often not the great names. Can you forget Dr. Bracken's story of the small girl carefully selecting a pretty leaf from among the thousands fallen that October day on the campus of the Missouri college where the great names in education had come to honor the new president, and offering it with "Would you like to have a pretty leaf?"

It takes only a little water to make a pool for a tiny fish.—A Chinese proverb.

No star on any team can play alone, he must have the cooperation of team mates. The secretary is an intimate part in the administration of the school. Her part is that of a team mate with the faculty, the pupils, and the administration.

—John L. Bracken, Atlantic City Brunch

Three past presidents of the National Association of School Secretaries attended the Atlantic City Conference: Louise Henderson Nelson of Philadelphia, Pa.; Virginia A. Halsey of Montclair, New York, and Constance King Cowardin of Richmond, Va.

The personalities illustrated on this page are from the creative pen of vivacious, brunette Lorelei Zochert, lay-out artist in Chicago's loop. She's an in-law of the educational secretaries since her mother is Frieda Zochert, Secretary to Superintendent Sifert of Proviso Township High School. Lorelei says no one can doubt the authenticity of her drawings as she knows her model well!

"But alas and alack, Lorelei is falling into the line of the educational secretary—she is getting married in June, giving up her present job, and going to Texas to be homemaker for her engineer-husband.

With each appearance of this particular Nancy in the NATIONAL SECRETARY, our good wishes for her happiness will be renewed.





RITA K. PUTNAM

... LISTENING IN

BEING PROMOTED

Promotion is a special thing . . . That comes occasionally . . . To one who works with extra skill . . . And constant loyalty . . . It may include an office new . . . With quite a handsome raise . . . Or just a lofty title and . . . Some words of passing praise . . . Or it may be very well deserved . . . Or it may be routine . . . Because someone expired or . . . Retired from the scene . . . But each promotion does some good . . . If only to create . . . A greater effort to produce . . . And to cooperate . . . And whether lucrative or not . . . It is a compliment . . . And it is bound to warm the heart . . . Of the recipient.

CALIFORNIA

The California School Employee, Official Publication of the California School Employees Association is issued monthly. It is far reaching to all employees, in that, there are articles for the secretary, custodian, teachers, lunchroom, care of the building, employee "chatter", and just "plain, good reading articles". Here 'tis a good example: *After Retirement—WHAT?*. "The problem of the retired worker is becoming increasingly more important for two reasons: (1) older people are living longer and the proportion of elderly people to the total population is becoming larger. (2) A good start has been made to alleviate the financial problem incident to old age and most people think that because this is the most important problem, that

once it has been solved the rest will take care of itself.

They look forward eagerly to the time when they will have nothing to do. When the time arrives, they find that a few weeks of enforced idleness has satisfied their ambition, and then the problem of what to do must be met. The problem has been attacked by psychologists, industry, and, to some extent, the institutions of higher learning. Little has been done in the field of public employment. Mrs. Margaret Fitzpatrick, psychologist on family problems for the American Health Council, advises four steps: (1) Give the individual confidence in himself and his ability to tackle something new. (2) Start thinking of a definite plan. (3) Consult the family. (4) Take a definite step toward the goal some time before retirement.

Outside in the field of private business they have taken care of employees who are about to retire in the following manner:

- (1) A year before retirement each employee is invited to join its "preparation for retirement" program.
- (2) Hiring of retired people to teach "Adult Education."
- (3) Interest worked up in youth groups.
- (4) Social service.

(5) Helping under-privileged children.

(6) Helping the deserving poor.

In hearing of the "retired people," we find many interested in making toys, jewelry, becoming dealers in collectors' items such as postage stamps, coins, sea shells, or arrowheads. Photography and writing offer new fields. Caution is advised not to take on work that is too hard and often beyond the physical ability of aged workers.

"For our members who are nearing retirement age we suggest they make adequate preparation well in advance. Discuss with the family or other interested individuals your proposed activities; talk to other individuals who have engaged in the same activities under the same circumstances, if possible; try the activity out, if possible before retirement, to see if it is really what you want; check with your retirement board the amount of retirement allowance at the proposed date of retirement. This amount together with any other income will determine the limitation of any activities.

"If you will follow the above plan, or variations of it, you won't be ending a career but will be starting a new one." (Sibyl, I do hope I didn't "slaughter" the article by cutting it down!)

COLORADO

The Colorado Association of Educational Secretaries would like to introduce "Pike's Peak Peggy", a kissin' cousin of Nancy National. She is a slick chick in western garb. And to Roberta Warner of Littleton for naming Peggy, happy membership to the C.A.E.S.!

The official paper, more than underway, is now finding its second issue on the desks of everyone. Future issues will be sent to members, only. Let Martha Rahe, President, tell you of

plans for the coming year. "The Association will have two state meetings each year. This spring the Pueblo group will be hosts. The meeting will be open to all educational secretaries in the state so they may become acquainted with the new organization. The fall meeting will be in Denver at the time of the Colorado Educational Association conference. An Institute for Educational Secretaries will be cooperatively sponsored by the Association and the University of Denver. This is scheduled for the week of July 23, 1951, on the downtown campus of the University of Denver. A very active planning group from the Association is working with the University in arranging for this profitable and worthwhile program." (Heard tell there are about forty "educationally minded" gals working together on the Institute.)

All right—all you National members, this is your chance to take Colorado up on its wonderful hospitality—attend the Institute!

The Spring Meeting held in Pueblo was a wonderful success. You know, the West isn't like the thickly populated states in the East, it is necessary to cover a good many miles to get to the various towns. And so, secretaries did come from "far and near".

DELAWARE

Margaret Champlin from Wilmington—sounds as though secretaries are the eatingest people. Whether north, east, south, or west—we agree a good time was had by all, after something to eat!

Two cars of 10 secretaries having barrels of fun going to Convention is old news! Seems as though the Wilmington gals are bubbling with enthusiasm whether at Chicago, Salt Lake, or Atlantic City.

The fashion show, dinner, and meeting held in February sounded like more work and fun.

ILLINOIS

"Advancing the Efficiency of the Educational Secretary" was the theme carried by the spring conference of the Illinois Association of Educational Secretaries, April 20-21, 1951, at the University of Illinois, Urbana.

Friday night's symposium "The Superintendent and the Secretary Work Together" was led by Dr. Earl P. Strong, Director of Business Management Service of the University. After the business meeting on Saturday morning, Dean Miriam Sheldon of the University spoke on "The Secretary as a Person". Dr. Van Miller of the College of Education continued last year's lecture with "The D E F's of Illinois School Finance", and Mr. Harlan D. Beem, Field Secretary of the Illinois Association of School Boards, answered the question of "What's New in School Law?" At the luncheon meeting, Dr. J. Lloyd Trump, College of Education, spoke on "Education in the Present Emergency".

Under the capable direction of Virginia Riley, President of the Illinois Association for two years, there has been a steady increase in membership and in attendance at conferences. In June she turns over the leadership of the state group to Miss Ruth Fincke, President, Miss Norma Woelke, Corresponding Secretary, and Mrs. Lois Wilson, Treasurer, newly elected officers for a two-year period. Eileen Miedke, Vice-president, and Catherine Couturier, Recording Secretary, continue in office for another year.

INDIANA

Mamie Messmer, I had my nose skinned—thought you had forgotten my copy of the Newsletter. Come to find out, this is the FIRST issue this year. The Southern, Central, and Northern Regional Meetings are still a big part of the year's program in Indiana. Certification—educational—is still very much on the march. The Legislature has promised a hearing in the future.

Purdue University was among the very first to recognize the importance of an Institute for School Secretaries. And out of the past comes many a fond memory of the Campus, Dr. Mitchell, Mary, Dorothea, and "Merry Christmas".

The IASS held its Silver Anniversary Dinner this year. Lovely decorations in silver and white were carried out.

KENTUCKY

A state association of school secretaries is in the process of organization. An "orchid" to the Indiana girls who gave of their time and experience to accept the invitation.

MAINE

From Portland came the first number of their Newsletter. Mighty attractive art work appeared on the cover.

Bango and Portland were hosts for spring regional meetings this year. Plans and excitement were in evidence at all times, with Norma Saunders and Virginia Dickinson responsible for most of it.

The winter meeting held at Auburn had a large attendance. Each girl was asked by the president to introduce herself and give her name, position, and town.

The girls from Aroostook County got together for a meeting, and dinner.

MICHIGAN

Flint: The Flint Association has set aside fifty dollars for needy families. At Christmas time clothing and a basket was presented and since that time other families have had assistance.

Following is a wonderful money making idea—added to that, it sounds like fun: "A Parcel Post Sale Auction was held. A letter was sent to people who

might send a package by P.P., then the packages received were sold at auction."

Just about this time, the annual May Banquet should be in progress.

Battle Creek: Good luck to Beverly Bonney and her Executive Board, Lee Brown, Joyce Shouldice, Corinne Hira-kes, and Elaine Shilts. From all indi-cations, it was a most successful year.

A wonderful job has been done on the Constitution and By-Laws by the gals. A lot of clear thinking and "down to the point" recommendations have been put in to it.

Detroit: From Detroit comes elec-tion news. Their instructions read, "Mark your ballot and drop it in the U. S. mail before midnight April 30, 1951. Ballots postmarked after that time will not be counted. (Please DO NOT return ballots through the school pick-up service.) (All you election com-mittees—here is your chance to clear up a few local problems by using the above.)

'Tis out—the new Elementary Hand-book. A lot of thanks is due Hazel Fitzpatrick, Julie Heal and all other secretaries who worked with Miss Cath-erine Malarney.

Catherine Daly, would like to know more about the "promotional register for assistants" when such vacancies occur.

'Twas nice to meet Ella Mentry!

MINNESOTA

The Minnesota Cha'ter is well under way. Copy number three is evidence of a lot of hard work and news "scouting". (Blanche Dvorak, take a bow!)

"SHE NEVER KNOWS"—The leader of the school office never knows the unexpected obstacle or tempermental development she may encounter; nor can she ever foretell the impetuous com-plaint or misinterpreted opinion she may

have to combat. Her approach to the office is usually enlivened by an ava-lanche of questions by those she meets on her way. One day may open with such matter as: "Do you think it will be all right for me to slip out a few minutes at lunch? I have to go to the bank; it is the only time I can go—and I need money!" . . . "I expect a call from my hairdresser. Will you or one of the other secretaries make sure I get it?" . . . "Did you give the principal my note? I just wondered for I did not hear anything yet. Have you any idea what his answer will be?" . . . "Did you know that—is in the hospital? I certainly think the school should do something for her. By the way, isn't that your job!" Good judgment in affirming or denying requests or in interpreting rulings or in transmitting a message is vital to the success of the secretary. She never knows when or where there will be a rebound to what she has uttered.

This is but a part of the article. Marie A. Gallagher, of Philadelphia, Pennsylvania, wrote it—hear tell she has had several printed in educational publications. "The Bulletin of the National Association of Secondary School Principals" carried the full article.

1952 will find many school secre-taries looking forward to the Minnesota Workshop for Educational Secretaries.

NEW HAMPSHIRE

Spring is in the air—the welcome mat is out at Meredith, the meeting place of the N.H. A.S.S.

The itinerary for the Atlantic City trip was wonderful. Made you want to save your ¢¢ in order to hitch to the convention train in 1952.

NEW MEXICO

New members really do know a won-derful organization when they hear of

the N.H.M.S.S.—many are joining each month. A column, "Introducing," is one way of becoming acquainted with the girls. In each issue there is a bit of "how, what, where, when, and who" about one member.

OHIO

Toledo held the annual Regional N.E.A. Conference. Many of the girls attended with the same thought "a good time was had by all." (I understand some of the Indiana gals were there, too!)

OREGON

I have seen many surveys made by the various school secretaries, but really—Charlotte Parr, Eugene, Oregon—the one you sent me was a work of art! This survey is on salaries and working conditions of Secretarial and Clerical Employees in first class school districts in Oregon. Statistics showed the following: Six classifications of secretaries represented; training status of educational secretaries, experience (years in present position, years of former experience.) Conclusions: Fifty-eight questionnaires were completed and returned from a total of seventy-one. Salaries are determined largely by the supply and demand in the individual community, and by the amount the board

of education is willing to pay. Training, experience and size of school served have had little effect upon beginning salaries of secretaries. Years of experience in a given school position are recognized. The position of elementary school secretary, except in Portland, is comparatively new. There is a large turnover of secretarial and clerical employees in nine and ten-month school positions. Nine and ten-month secretarial positions probably are the result of the fact that most school principals work only this length of time. Nine and ten-month employees seldom are allowed paid vacations. The work week of the full-time secretaries is comparable throughout the state. Of the 127 secretaries allowed vacations, the majority receive from ten to fifteen days (101). A few districts have recognized years of service to the district by granting additional vacation days after eight or ten years of school service. There is much still to be achieved in the salaries and working conditions of educational secretaries in Oregon and in the service of the secretary to her school. Achievement will come through the recognition of the role of the educational secretary in the total school program by the administration and by the secretary, and through the acceptance of the responsibility that comes with this recognition.

RITA PUTNAM
East High School
Denver 6, Colo.

MEMBERSHIP CHAIRMEN—1950-1951

- Alabama—Miss Mary Carroll, Box 373, Dothan
 Arizona—Miss Marion Elliott, Madyson Elementary School, Phoenix
 Arkansas—Mrs. Catharine Yates, West Side Junior High School, Little Rock
 California—Mrs. Dorothy Knoblock, Health Services Dept. 451 No. Hill Street, Los Angeles Public Schools, Los Angeles
 Colorado—Mrs. Shirley Yetter, Byers Junior High School, Denver
 Connecticut—Miss Barbara Jeffers, Henry Barnard Junior High School, Hartford 3
 Delaware—Mrs. Helen W. Kirkley, School Administration Building, Wilmington 5
 District of Columbia—Miss Mary Biro, Sousa Junior High School, Washington
 Florida—Mrs. Elizabeth Jordan, Webber College, Babson Park
 Georgia—Miss Martha Pitts, Upson County Schools, Thomaston
 Hawaii—Mrs. Hatsue Abe, Hilo Intermediate School, Hilo
 Idaho—Mrs. Echo Dell Parkin, Class A School District No. Twenty-Five, Pocatello
 Illinois—Miss Eileen Miedke, Moline Senior High School, 1001 16th Street, Moline
 Indiana—Miss Alma Cripe, Beech Grove Public Schools, Beech Grove
 Iowa—Miss Wilda M. Johnson, Perry Public Schools, Perry
 Kansas—Mrs. Dorothy Sproul Stephens, Hays Public Schools, Hays
 Kentucky—Miss Elsie Forman, Box 444, Barbourville
 Louisiana—Mrs. Josephine Capelton, 3240 Law Street, New Orleans
 Maine—Miss Pauline Smith, School Administration Building, Portland
 Maryland—Miss Elisabeth Stevens, Southern High School, Baltimore 30
 Massachusetts—Mrs. Helynn Haley, Office of Superintendent of Schools, Monson
 Michigan—Mrs. Lucretia Nichols, Whittier Junior High School, Flint
 Minnesota—Miss Grace C. Stephenson, Secretary to Superintendent Forest Lake Consolidated Schools, Forest Lake
 Mississippi—Mrs. Birdie Smith, State Department of Education, Jackson
 Missouri—Mrs. Bessie Ploesser, Southwest High School, 6512 Wornall Road, Kansas City
 Montana
 Nebraska—Miss Dorothy Beever, Lincoln High School, Lincoln
 New Hampshire—Miss Theresa Therriault, 62 Lock Street, Nashua
 New Jersey—Miss Anna M. Gloor, Clifford Scott High School, East Orange
 New Mexico—Miss Nelle Jefferson, New Mexico Western College, Silver City
 New York—Miss Isabel Paddock, 7 Grand Street, Warwick
 Nevada—Miss Teresa Dwyer, Las Vegas Union School District, Las Vegas
 North Carolina—Mrs. Pauline T. Helms, Secretary to School Superintendent, Albemarle
 North Dakota
 Ohio—Miss Florence Howell, Akron Public Schools, 70 North Broadway, Akron
 Oklahoma—Mrs. Glenna Killian, Central High School, Oklahoma City
 Oregon—Miss Charlotte Parr, Secretary to Superintendent of Schools, Eugene
 Pennsylvania—Miss Mildred Byerly, Shamokin Public Schools, Shamokin
 Rhode Island—Miss Ruth A. Coffey, Providence College, Providence
 South Carolina—Miss Juanita Shropshier, Converse College, Spartanburg
 South Dakota
 Tennessee
 Texas—Mrs. Fannie Billings, 2711 Fairmount Avenue, Dallas
 Utah—Miss Frances Dibble, c/o Superintendent of Schools, 440 East First South, Salt Lake City
 Vermont
 Virginia—Mrs. Elsie Knowles, Page County Public Schools, Luray
 Washington—Mrs. Amy Stach, Ellison Junior High School, Wenatchee
 West Virginia—Miss Margaret Hopwood, Mannington High School, Mannington
 Wisconsin—Miss Marion Kennedy, Vocational School, Madison
 Wyoming—Mrs. Dorothy Rudd, Powell Public Schools, Powell

t,

3

5

lo

ke

as

nt,

on

th,